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For 25 years
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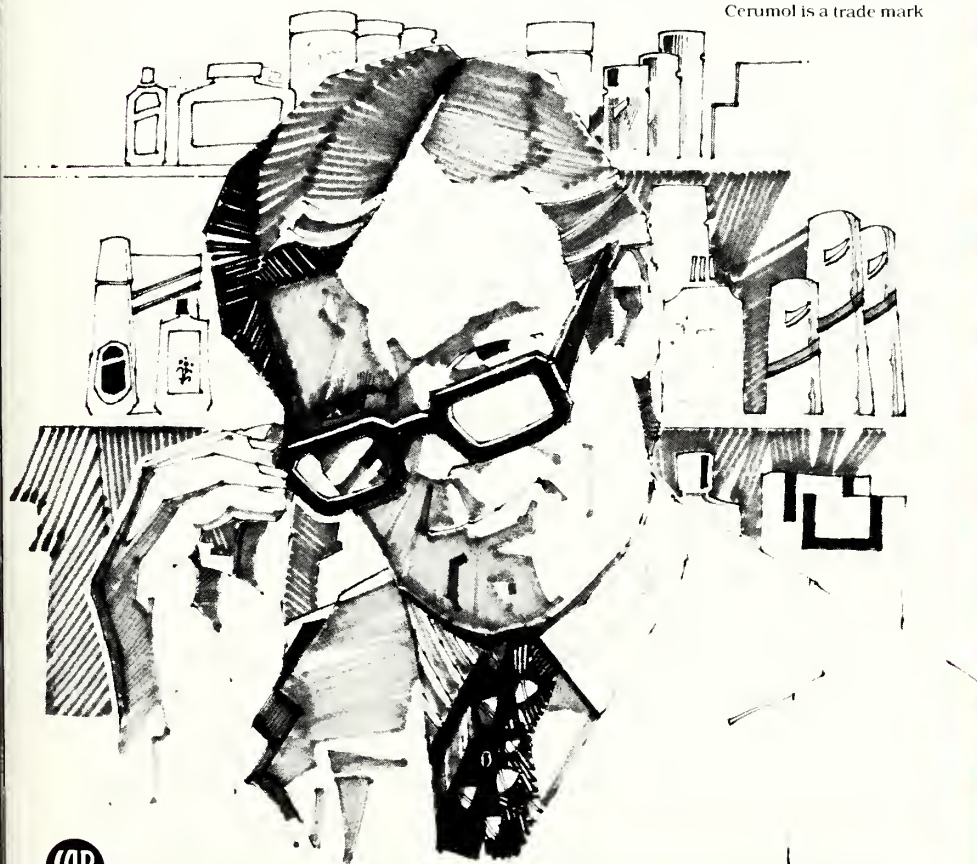
the most effective way of loosening ear wax

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Health foods

SPECIAL SUPPLEMENT

MPs table Review Body clause for Health Bill

A strategy for cosmetics

NPA rejects Access terms

SANGERS

Pharmaceuticals

ANNOUNCE IMPORTANT CHANGES

THE BACKGROUND

In the last few years there have been a number of significant changes in the industry which we serve. During that period the number of registered premises has declined from over 12,000 to around 10,500.

This is largely due to the multiples and groups who, because of their buying and financial strength, are competing more effectively than the independent retailer whose share has, consequently, declined.

This problem will be further aggravated by the forecast

decline in the number of prescriptions owing to the increase in prescription charges. In addition the removal of Resale Price Maintenance has meant that many retailers now base their purchase decisions on price rather than service.

Finally, during these years there has been a significant improvement in communications in the UK and this has enabled distributors like ourselves to operate effectively from far fewer branches.

THE NEED

Up to now Sangers has tried to deal in traditional ways with these changes. We have always given priority to the ethical side of the business and although our emphasis has been on service we have not been as close to our customers, and their customers, as we might have been.

Now, however, the company's new management team is instituting a series of fundamental changes to ensure that Sangers will make a new and more meaningful contribution to pharmaceutical retailing in the '80s.

THE CHANGES

The changes we propose to make are important and fundamental ones, designed to help us improve both our competitiveness and our service.

Branch locations

Instead of the 27 branches we have at present, most of which cannot stock the full range our customers need, we propose to operate the 14 shown opposite.

Invoicing and stock control

Our new but thoroughly tested Series One mini-computer in each branch will enable us to provide invoices with goods to all our customers this year. It will also provide us with improved stock control and a much faster method of identifying and restocking fast-moving lines.

Ordering and delivery

We are instituting a telephone ordering procedure. Telephone sales staff will relieve drivers of the work of taking orders and allow them to concentrate on their main task of delivering goods. Drivers will call regularly and promptly with deliveries.

Commercial services

Our branch managers will in future be supported by a commercial manager. He will be responsible at a local level for all product and promotional schemes, will discuss trading and marketing ideas with our customers.

A New Look

To reflect these changes and reinforce our new attitude to business, we are introducing a new Sangers identity. This will

make us more modern and more professional, a stronger and more competitive company: all the things we fully intend to be.



THE TIMING AND EFFECT

These changes are already starting on a branch by branch basis. We plan to complete the whole operation by October this year. Other changes will follow and our customers and suppliers will be kept fully informed.

The products, the service and the marketing skills we plan to offer are intended to benefit Sangers. But we hope and expect that they will also benefit the whole industry, and in particular the consumer who is the ultimate customer for us all.

SANGERS

Pharmaceuticals

Cinema House, 225 Oxford Street, London W1R 1AE Telephone 01-734 9751, Telex 22761

CHEMIST & DRUGGIST

Incorporating Retail Chemist

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Editor Ronald Salmon MPS

Contributing Editor Adrienne de Mont BPharm MPS

Editorial assistants Gerry Duggin BSc(Hons)

Liz Platts BA(Hons)

Information services Ivan Cotgrove

Advertisement Manager Peter Nicholls JP

Director James Lear

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Midlands 240-244 Stratford Road, Shirley, Solihull,
West Midlands B90 3AE 021-744 4427
North east Permanent House, The Headrow, Leeds LS1 8DF.
0532 452841
Scottish 74 Drymen Road, Bearsden, Glasgow
041-942 2315
North west 491 Chester Road, Old Trafford, Manchester M16 9HF
061-872 5151
West country & south Wales 10 Badminton Road, Downend,
Bristol BS16 6BQ 0272 564827

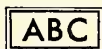
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17 May 1980

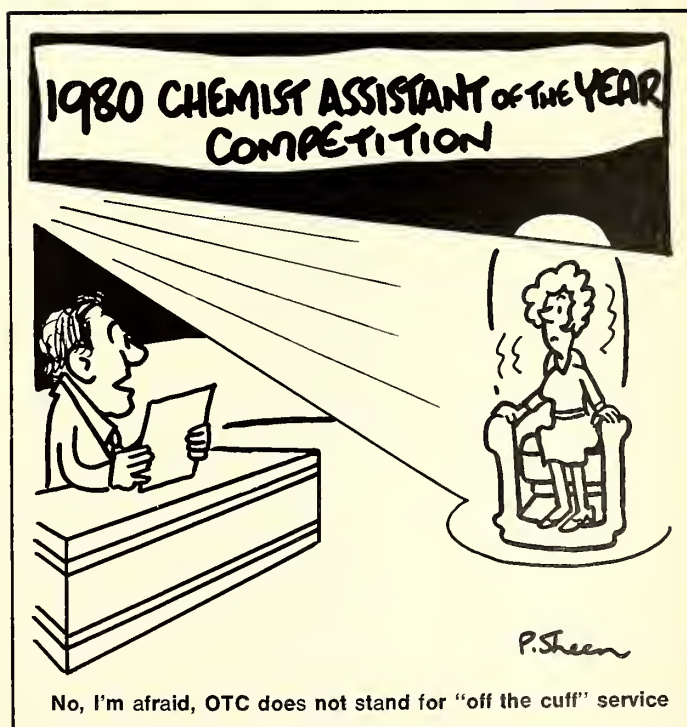


We are delighted to announce the start of the second C&D Chemist Assistant of the Year Competition to be sponsored jointly by *Chemist & Druggist* and NPA Products. Full details are given on the entry form enclosed with this issue.

The top prize is £1,000 for the national winner, with £500 and £250 for the assistants taking the second and third places. Once again entry will be by way of regional finals, at which the prizes will be £100, £50 and £25. However, this year we are to award additional prizes of £20 to the leading assistants under aged 19 on June 30, 1980, who are not already in receipt of one of the three place prizes. We are particularly anxious to encourage and reward younger entrants because the judging panels were justifiably impressed by the standard many of last year's teenagers had attained after a relatively short time working in pharmacy, bringing real credit to their employers, their businesses and themselves.

The 1979 contest created a great deal of interest and many assistants told us how their customers had become almost personally involved with their progress. We know of many assistants who lacked the courage to enter last year but are determined to make a name for themselves this time—and both C&D and Independent Chemists Marketing Ltd (distributors of NPA Products) hope that pharmacists will give them every encouragement in the interest of enhancing and publicising the very high standard of service to be found in retail pharmacy.

Below, C&D's cartoonist has depicted a contestant in the Mastermind chair, but that is far from reality as we have tried to make each stage of the competition relaxed and pleasurable for all. Certainly those who came to London last November spoke of their enjoyment of the whole proceedings, especially the opportunity to share experiences with other contestants—and to meet TV personality Wendy Richard, who was one of our judges. "A day to remember" was the verdict. But it's not only that—don't forget that *someone* will be walking off with this year's title . . . and £1,000!





Up yours

Up your order of Super Poli-Grip and what happens?

Up go your sales. And up go your profits. How can we be so confident?

Look at the track record. It shows the biggest sterling share of any cream on the market and the fastest growth of any fixative brand.

Look at the advertising. It's the only fixative on T.V. And the commercial focuses on one of the big problems of wearing dentures: occlusion.

We know from research occlusion is a major reason new people decide to use a fixative.

And to make sure Super Poli-Grip stays on the up and up we now have some splendid promotions. Your Stafford-Miller representative will give you the details.

Just tell him you want him up yours. He'll know what you're talking about.

**The leading denture
fixative cream
from Stafford-Miller.**

Review Body bid by Labour MPs

Labour MPs, headed by Mr Roland Moyle, Opposition spokesman on health, have tabled a new clause to the Health Services Bill providing for the appointment of a Pharmacists' Review Body.

The clause reads: "As from January 1, 1981, the Secretary of State shall set up a body, to be known as the Pharmacists' Review Body, consisting of a chairman and four other members with the experience of professional and commercial life and a knowledge of industrial relations, with power to send for persons and papers, the initial period of service to be three years.

"The terms of the Pharmacists' Review Body shall be to consider the terms and conditions of service of those pharmacists engaged as independent contractors to the NHS on an annual basis and to make recommendations to the Secretary of State".

The other leading signatory is Mr Jeff Rooker, also a Labour spokesman on health. The Bill was due to start its report stage on Thursday, after *C&D* went to press.

An early day motion calling for a "permanent review machinery" for pharmacists had been signed by 132 all-party MPs by Wednesday.

The Pharmaceutical Services Negotiating Committee heard last week that the Doctors' and Dentists' Review Body was unable to take on any additional functions, such as including pharmacists in its remit. PSNC added in a Press statement: "The Government agrees in principle however, that some other independent agency must be found to undertake the tasks tentatively envisaged for the DDRB. It is for discussion between the DHSS and the PSNC precisely what form such an agency might take. A special meeting of the PSNC will take place on May 19 to discuss the proposals in detail".

The PSNC officers could make no further comment until after that meeting.

Cost cutting in testing scheme

Certain samples taken from pharmacies under the Scottish Drug Testing Scheme are being given a "shorter" analysis. Dr James Chilton, secretary of the Pharmaceutical Society's Scottish Department, reported to last month's Executive meeting that the new scheme, agreed with the Scottish Home and Health Department, had taken effect from April 1.

Dr Chilton said that the scheme was in the interests of economy as a "short" analysis would cost £13.50 per sample compared with £45 for a complete analysis. The samples affected are proprietary medicines in unit doses where,

in the opinion of the analyst, the nature and strength of the product can be identified with reasonable certainty by reference to appearance, dimensions, weight and, where necessary, chemical tests. There should be no reason to suspect that the product is unsatisfactory (by being stored in unsuitable conditions, for example) and it must not be the subject of an adverse report to a Health Board.

An experimental course for supervisors of pre-registration students is being organised by Mr J. P. Bannerman and Dr Chilton at York Place on June 1, it was reported. Attendance at the first course would be on a voluntary basis.

Dr Chilton confirmed that the representation from Boots Ltd would be the managers who were actually involved at Branch level in the training of students. An observer from each Scottish school of pharmacy would be invited.

The first part of the postgraduate distance-learning project has been completed with a satisfactory return of individual assessments, it was reported.

USDAW wage target

The Union of Shop, Distributive and Allied Workers has set a new target of £70 for a 35 hour week as a minimum rate for adult workers aged 18 and over.

At their recent conference in Bourne-mouth, the Union also opposed the "wholesale" introduction of automated systems which they believed may cut jobs. Mr John Flood, deputy general secretary, said that "There is no arresting the development of new technology. Attempts to stop it will lead to a decline as a nation. As a union we will co-operate, but we will not co-operate on terms dictated by employers."

Several speakers at the conference heavily criticised the Conservative Government's policies, particularly the Employment Bill, which Mr Sidney Tierney, president, said was "unnecessary and unfair" and gave "political licence to further subjection of those least able to protect themselves".

Exports optimism

Provisional figures released by the Association of the British Pharmaceutical Industry show that exports during the first quarter of 1980 climbed by 25 per cent to £184.6 million (£147.8m). Imports increased by only 4.3 per cent to £56.0m (£53.7m). The "surplus" of exports over imports rose by nearly 37 per cent to £128.6m (£94.1m).

The ABPI believe that their 50th anniversary year will be a "golden" year for pharmaceutical exports. A spokesman for the Association says that: "The

We regret that because of the continuing industrial dispute in the printing industry it has not been possible to produce this issue of *C&D* in the normal sequence. Some sections are therefore out of their regular positions and we are unable to accommodate a substantial number of items of late news and comment.

most heartening feature of the first quarter figures is that exports for March amounted to £62.9m—the highest ever recorded for a single month—while imports at £19.9m were the lowest for one month since November last year. The trend, therefore, is one of rising exports with declining imports".

□ This news follows a recently published survey by Barclays Bank which notes a "particularly disquieting" rise in import volume of 15 per cent in the chemical industry as a whole, during 1979, with export volume rising by only 2 per cent. The survey predicts a fall of 2 per cent in the output of the UK chemical industry in 1980. Competition from the USA, where lower domestic energy costs bolster price competitiveness, and the continued strength of sterling are given as primary reasons for this pessimism.

New employee group

The Kingswood Pharmacists Association has been set up for pharmacist employees of Kingswood Chemists. One of its aims is to discuss, on behalf of its members, salaries and working conditions.

Mr M. A. K. Sheriff has been elected chairman, Mr J. D. B. Sinclair vice-chairman and Mr B. J. Cook secretary.



Commander E is visiting over 10,000 children in Liverpool schools during May as part of the Take Action for Safety campaign. In-store display material will emphasise the campaign, which is jointly sponsored by Smith and Nephew and the Royal Society for Prevention of Accidents. Some Elastoplast stockists will be visited by Commander E, who will award prizes for good campaign window displays.

NPA Board rejects Joint Credit Access proposal

The National Pharmaceutical Association's Board of Management has rejected the terms proposed by Joint Credit Card Co for members wishing to open an Access account. The proposed terms were 3½ per cent at £2,000 annual Access turnover reducing to 3 per cent at £5,000 and 2½ per cent at £100,000, with a starting rate of the full 5 per cent for the first three months.

The Board heard at its meeting on April 22 that the NPA had sought a basic rate of 3½ per cent reducing to 3 per cent at £2,000 annual Access turnover and 2½ per cent at £50,000—rates which had been enjoyed by members of some other trade associations for several years.

Other considerations

Other considerations taken into account by the Board in making its decision were the fact that many individual NPA members were already on a 3 per cent Access rate and that the majority of members operating credit card accounts were already on a basic 3½ per cent rate with Barclaycard, which did not set turnover barriers or apply a three month qualifying period.

The NPA would continue to promote the Barclaycard scheme and pursue its inquiries with American Express.

Record year for Coupex

The 1979 figures for Coupex, the NPA's coupon clearing house, showed almost twice the number of coupons handled (over 1½ million) compared with the previous year.

The average face value of coupons dropped dramatically from 11.3p in 1978 to 7.1p last year. It was difficult to know whether this was because more low value coupons were issued, or because fewer higher value coupons were issued, or even

because there were more hard-up customers. Probably all three factors played a part plus the ITV strike which sent advertisers in search of other forms of advertising. It was noted that, nationally, coupon values had fallen from 6.2p to 5.4p.

Clearing House. After considering a report about correspondence with Clearing House users and suppliers, it was decided not to change the monthly date of payment from the 21st day of each month.

Pre-registration places. There had been an excellent response from members offering places for pharmacy graduates wishing to gain their preregistration experience in retail. It was hoped to compile a register after the premises involved had been approved by the Pharmaceutical Society.

Officers. The following chairmen of the main standing committees were elected—Mr Marshall Gellman (business services), Mr Worby (finance) and Mr Priest (general purposes). Mr Alan Facer, Preston, would be invited to fill the vacant seat in Lancs as a co-opted member.

Closure rate still slowing down

There was a net loss of four pharmacies to the Pharmaceutical Society's Register in April. This is half the closure figure for the previous month and far fewer than the closures for January (19) and February (20).

In England 17 opened up, of which one was in London and 22 closed down. Four opened up in Scotland and one closed down with two closing down in Wales. This brings the net loss of pharmacies to the register to 51 so far this year.

Rota and on-call improvements sought

The Belfast pharmaceutical service rota scheme was the subject of a parliamentary question when the Northern Ireland Minister, Mr Michael Alison, was asked what steps had been taken for its improvement.

Mr Alison said that the eastern health and social services board, which is responsible for arranging with pharmacists for the provision of services in Belfast, has made proposals to the Department of Health and Social Services for improvements in the rota-on-call system. The department agrees in principle with the need for improvements, he said. Consideration is being given to the financial and other implications of the board's proposals.

Chemists and appliance suppliers in Northern Ireland in February dispensed 1,079,236 prescriptions (673,596 forms) at a gross cost of £3,182,975 representing an average cost of £2.95 per prescription.

Pharmacist jailed for script frauds

A pharmacist and two general practitioners were jailed at the Old Bailey for defrauding the National Health Service. Mr Sidney Frankel, a pharmacist from St John's Wood, London, was jailed for 30 months and ordered to pay prosecution costs up to £5,000. Dr Barry Michaels and Dr Max Skoblo were each jailed for 18 months.

The three defendants were charged with conspiring to defraud the health authority by presenting forged prescription forms falsely representing the description and quantity of medicines. The general practitioners had pleaded guilty and Mr Frankel was found guilty at the Old Bailey last month (*C&D* April 5, p556). Judge Gwyn Morris said to Frankel: "You were an essential party in this fraud. Without you it could not have been operated. Unlike the doctors you lacked the courage to acknowledge your obvious guilt. You committed perjury and sought to deceive the jury but they had no difficulty in recognising you as an utterly contemptible fraud."

PSNC election

A vacancy has occurred in the membership of the Pharmaceutical Services Negotiating Committee due to the resignation of Mr E. G. Smith. An election will be held in region seven and the proposed timetable is as follows—election notice and nomination forms to be issued on May 6; nomination papers to be returned by 12 noon on May 23; voting papers to be issued not later than June 10; voting papers to be returned by 12 noon on June 30, and results to be declared on or before July 7.

Any contractors who are eligible as electors and have not yet received election papers should contact the PSNC office.

Helfex attracts more than 80 exhibitors for Brighton event

Over 80 exhibitors will be showing their products next week at Helfex, the exhibition sponsored by the British Health Food Trade Association, to be held at Hotel Metropole, Brighton. A preview of some items on show starts on p839.

Admission is free to the retail trade only on May 18-19 (10am-5.30pm), and the exhibition is open to the public on May 20 (10.30am-8pm) and May 21 (10.30am-4pm, admission £1, senior citizens £0.50).

Lecture programme

The following lectures will be given on the trade days: May 18, 11am Mr Neil Painter, senior surgeon, Manor

House Hospital, on "Fibre and health;" 2pm Mr Hugh Mitchell, chairman, British Herbal Medicine Association, on "Herbal medicine;" 3.30pm Mr Sam Ogus, managing director, Petty Wood & Co Ltd, on "Nuts and dried fruit." May 19, 11am Dr Leonard Mervyn, Booker Health Foods, on "Vitamins and minerals;" 2pm Mr Sandy Hines, vice-president, cosmetic division, Naturade Products Inc, on "Nutritionally-formulated cosmetics—the intelligent alternative;" 3.30pm Mr Colin Tophill, trade development director, Brewhurst Food Supplies, and Mr Maurice Hanssen, British Health Food Trade Association, on "Trade development."

Reach for the name with confidence

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Alcohol Dehydrated BP
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Application Benzyl
Benzoate BP
Bismuth Carbonate BPC
Carbon Tetrachloride
Commercial
Cream Aqueous BP
Cream Cetomacrogol BPC
Cream Oily BP
Dextrose BP (Monohydr)
Diamorphine
Hydrochloride BP
Menthol BP

Dithranol BP
 Elixir Paracetamol
 Paediatric BPC
 Elixir Phenobarbitone BPC
 Emulsion Triclosol BPC
 Emulsion Liquid Paraffin BPC
 Phenolphthalein BPC
 Extract Liquorice Liquid BP
 Eye Drops A
 Sulphate B
 Eye Drops
 Eye Drops
 Adrenaline
 Glucose
 Glycerol
 Glycerol
 Com
 Inhalation Menthol and
 Benzoin BPC Meth
 Inhalation Menthol and
 Eucalyptus BPC
 Injection Aminophylline
 Intravenous
 Injection Atropine
 Sulphate BP
 Injection Calcium
 Gluconate BP
 Injection Dextrose
 Injection Diamine
 Hydrochloride
 Injection Morphine
 Sulphate BP

- Injection Paraldehyde BPC
- Injection Phenol Oily BPC
- Injection Procaine 1% in Normal Saline Solution
- Water for Injections BP
- Kaolin Light BP
- Linctus Codeine BPC
- Linctus Pholcodine BP
- Linctus Simple BPC
- Linctus Squill, Opium
- Linctus Squill, Opium
- Pediatric BPC

PC A Paediatric D...
Liniment Methyl Salicylate B...
(rate) Liniment White BPC
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Lozenge Benzalkonium BPC
Lozenge Liquorice BPC
Magnesium Trisilicate BP
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Ipecacuanha BPC
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and Morphine BPC
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Tablet Glyceryl Trinitrate BP
Tablet Methyldopa BP
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Because we can meet your dispensing need for:

- an extensive range of standard drugs and generics
- reliable products consistently manufactured to high pharmaceutical standards
- daily delivery from your wholesaler

Evans Medical Limited
A member of the Glaxo Group of Companies

“Numark offers me over 2,000 products at low prices every week.”

**says Michael Weinronk MPS,
of Merseyside**

“It’s such a simple system. I order once a week from the Price List Order Form which includes over 2000 products from the 60 top manufacturers. That covers the bulk of my OTC sales.

The stock arrives on the scheduled day as regularly as clockwork.

And that’s it. One piece of paper acts as a stock check list and copy order.

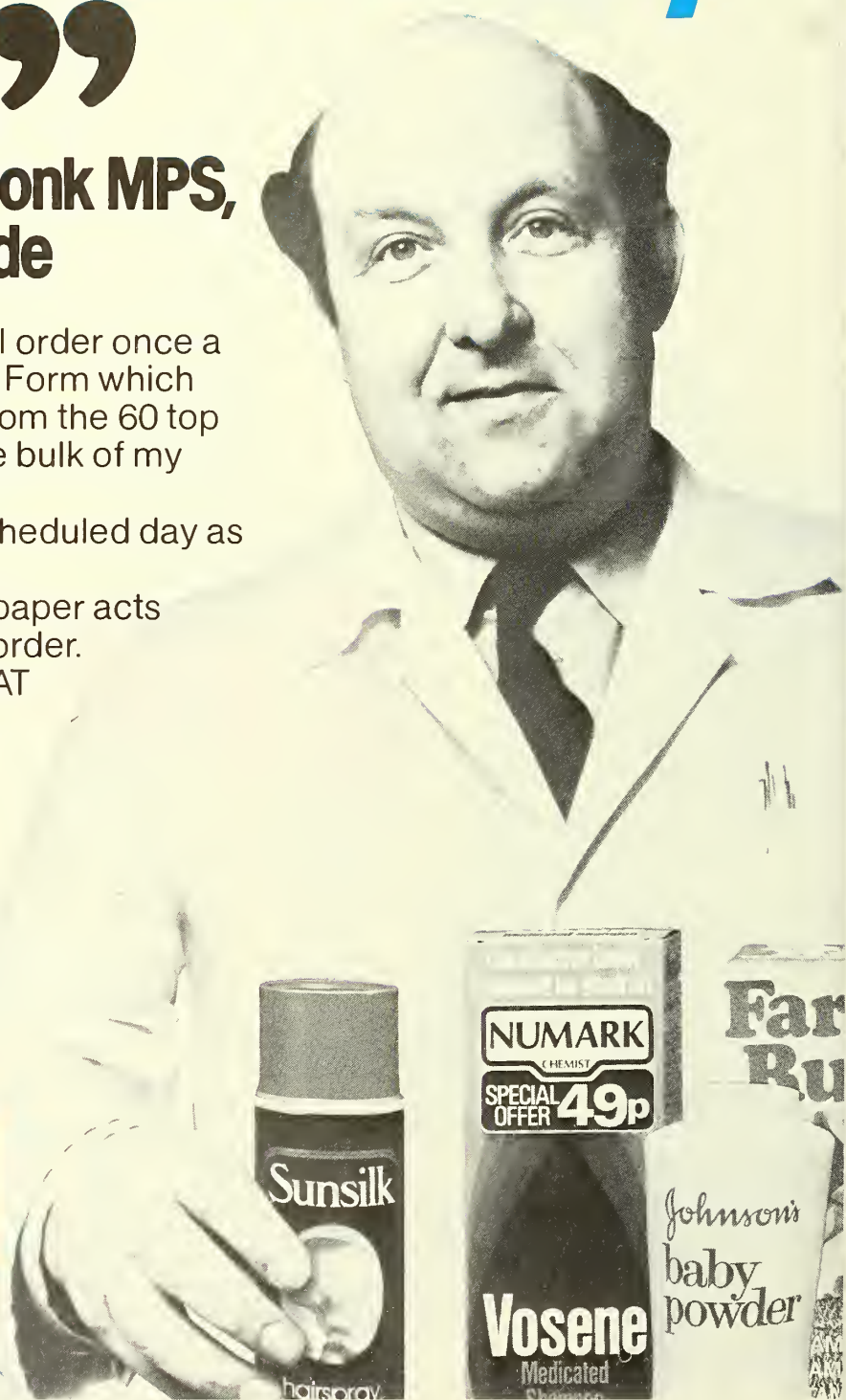
There’s one invoice, one VAT calculation. So the paper work is minimal and I save hours on direct purchasing and interviewing reps.

Best of all, I’ve been able to reduce my stock holding and cut my bank charges.

So I profit all round with Numark”.



**The helping hand to
make your business grow.**



For more information on the benefits of being a Numark member, contact your local Numark wholesaler or Charles Morris-Cox at Numark Central Office, 51, Boreham Rd., Warminster, Wilts. Tel 0985-215555.

Area officers' plan for pharmacy

The pharmaceutical service should be organised at or above the level envisaged for the new District Health Authorities. The basic Noel Hall concept should be retained and the unit of organisation should almost always be larger than a district general hospital, covering 4,000 to 6,000 beds.

These proposals form part of an "eight-point plan for pharmacy" outlined by members of the Association of Area Pharmaceutical Officers writing in a recent *Health and Social Service Journal*. They also suggest that the pharmaceutical services should be managed by district pharmaceutical officers who would be responsible directly to the DHA and must be "budget holders" with authority to manage resources and deploy staff.

The "eight-point plan" was devised after a survey of 57 APhOs. Their replies showed that "the pharmaceutical service has been organised to promote sharing of resources and expertise and to prevent duplication of functions thereby making optimum use of resources". There was no increase in pharmaceutical administration as a result of the 1974 re-organisation despite a considerable increase in workload in co-ordinating hospital and general practice pharmaceutical services. Management costs are below 5 per cent, the authors report.

Scottish Executive's view

The existing system of NHS management in Scotland works well so far as the pharmaceutical services are concerned, according to the Pharmaceutical Society's Scottish Executive.

Giving evidence on the consultative paper on the NHS structure in Scotland, the Executive agrees that no further substantial reorganisation is required. But concern is expressed about the increasing tendency to include in Health Boards members of political bodies and trade unions in preference to people with relevant professional qualifications. The Executive urges the Secretary of State to bear in mind the need to include pharmacists so that full use may be made of their special expertise and knowledge.

The consultative document proposed abolishing the district level of administration. The Executive fears that one major disadvantage would be a reduction in consultation between district pharmaceutical officers and district officers of other professions. It recommends that in areas where districts are abolished there should be formal arrangements for maintaining interprofessional consultation at district level. Removal of a formal district tier should not weaken the professional authority of the senior pharmacists.

The Executive is worried that pharmacy is not mentioned as one of the professions for which responsibilities in man-

agement at sector level should be clearly defined. So far as hospital pharmacy is concerned, the Executive believes the structure recommended by the Noel Hall working party must be retained, with final executive responsibility resting with the CAPO.

The Executive also points out that Area Pharmaceutical Committees have been generally active, useful and economical and could hardly be reduced without diminishing their effectiveness.

Sangers' new 'retail' strategies

Pharmaceutical wholesalers must "think retail" if they are to survive. That was stated last week at a conference to launch to manufacturers Sangers' new company structure and marketing services (*C&D*, May 3/10, p764).

The reason, said Mr John Ramsay, commercial director, was that chemists of the future will require a degree of service not yet undertaken by the majority of wholesalers. "Not the traditional meaning of service in our industry—the number of deliveries, but the provision of services related to the running of a retail shop".

Wholesalers would need to adjust to highly rigid marketing systems and to the performance demands of being an exclusive source of supply; they would have to supply product not traditionally available from wholesalers, develop computer systems fulfilling the needs of retailer and distributor and adjust to the merging of the activities of retailer and distributor.

Setting off towards these goals, Sangers Pharmaceuticals will become "sales rather than service orientated". By the end of 1980 they will be servicing the same geographical area and the same number of customers as at present but from only 14 branches, of which 13 will provide a fully comprehensive service twice a day. Existing warehousing will be used where adequate but others are being replaced. The new north London branch at Wood Green will be the biggest branch to date and comprise a brand new 38,000 sq ft building with fully mechanised handling systems, capable of servicing the existing customer base of some 600 to 700 outlets. In the north-west of England there will be a new 40,000 sq ft warehouse, operational in the autumn. Aylesham and Luton branches are being consolidated into the Maidstone and Bedford branches from June 1.

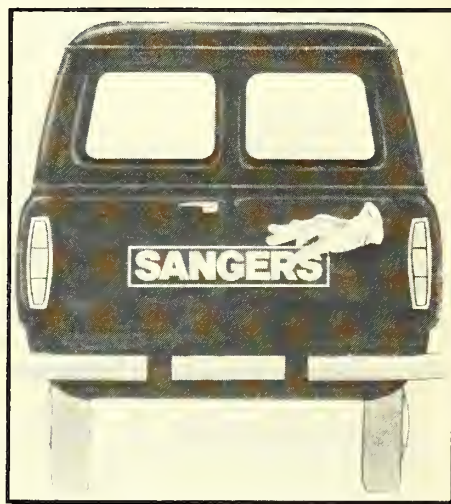
All 14 branches are being computerised, initially providing invoice with goods, followed by computerised stock control.

The commission-based van driver order collection system is being discontinued and customers will in future be contacted for their on-going requirements, twice daily, by telephone sales order clerks.

Hospital claim for 35-hour week

Hospital pharmacists have put in a claim for a 35-hour week together with an unspecified "substantial" salary increase.

They are also seeking payment for unsocial hours and overtime. The basic salary increase was due on April 1 but has been delayed until the scientific civil servants, whose salaries are linked with those of hospital pharmacists grades I to III, have settled. ASTMS is also negotiating for improvement in top grade salaries because, it is claimed, pharmaceutical officers are still falling behind their nursing and medical counterparts.



A new vehicle fleet is being introduced, designed to handle larger comprehensive deliveries and bearing the new Sangers logo. It is seen here in artist's impression

Work has begun on the introduction of a standard inventory. The entire range stocked by Sangers Pharmaceuticals, some 15,000 products, has now been categorised into departments and subdivided into product groups. This will enable a new computer program to provide data covering all parameters needed for stock and inventory management. "This is the first essential step towards professionalism in product management as opposed to traditional wholesale buying".

A revised range of generic tablets is currently being introduced, supported by promotional activity. Similar moves are planned in such areas as surgical generalicals, dispensing aids and containers.

For OTC products, strategies include a consumer-orientated monthly promotion, complete with POS material, and embracing 20 top brands (Supersavers) and a re-designed "book of bargains" to be published in July. The development of more seasonal catalogues will bring to the retailer the benefits of "armchair buying", say Sangers.

Marketing strategies include development of more sales into NHS and independent hospitals; more sales in group and multiple chemist customers, and more sales into independent chemists.

LETTERS

What 'non-resident' means in practice

I discovered, by chance, today, that by not endorsing "non-resident" I have lost a fair sum of money over the years on urgent prescriptions.

What is the exact definition of business premises on which I may or may not live?

As I keep a few old display stands and last year's unsaleable coffrets at home does this become part of my business premises? If I live next door to the shop but with a separate entrance I assume I am not on the premises, but if I have a connecting door does this cut off my extra fee? If I live over the shop but with a separate entrance am I classified as on (because I am over) the premises?

Perhaps I have to live more than a mile from the pharmacy, in which case I should hand the prescription to the dispensing doctor and go back to bed.

Has the Master of the Rolls (or for pharmacists Master of the Ford) made a ruling on the matter? Or does "non-resident" apply to everyone who doesn't actually sleep in the dispensary? I look forward to interpretations of the clause.

David Hurr
Lincoln

Once again this illustrates the importance of careful scrutiny of the Drug Tariff

before endorsing prescriptions. The Pharmaceutical Services Negotiating Committee say that there is no exact definition in the Regulations as to what constitutes living "on the premises." In general, common sense prevails; to find an exact definition would involve a test case being fought—Editor.

Employees who are under-employed

Once again, almost a third of the candidates for the Pharmaceutical Society's Council election come from the managed services, whose wages are paid for by the taxpayer. By offering their services they announce they are not fully employed, and have time at the taxpayer's expense to be involved in outside activities.

Like the rest of mankind I am a potential candidate for hospitalisation. I hate to think that, should I have to enter hospital, my treatment would be threatened because of the lack of money caused by employing area and regional pharmacists. In my opinion these employees of the health service should go, and certainly their departure would make no difference to the standard of service the patient receives.

R. B. Knowles
Stoke-on-Trent

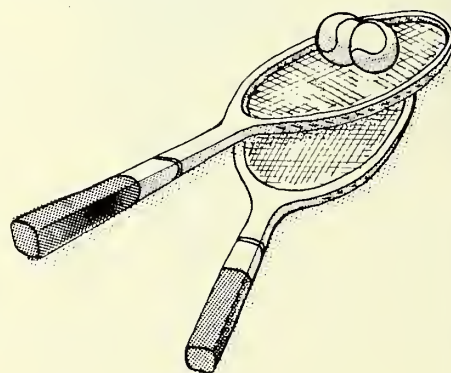
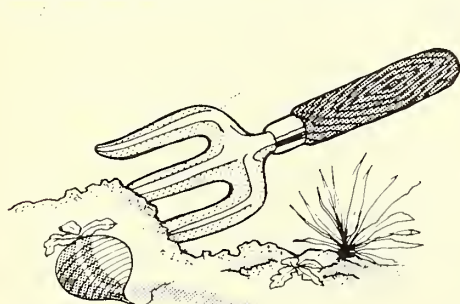
Does this mean that all candidates who "offer their services" to Council—including single-handed proprietors—are "not fully employed?"—Editor.

PEOPLE

Mr Tom Farmer is the new president of the Irish Pharmaceutical Union. A community pharmacist, Mr Farmer has been elected for a two year term. He had been hon treasurer for the past two years. A native of Monaghan, he commenced his apprenticeship in pharmacy with the late W. S. Black, Monaghan and later at Johnsons of Ranelagh in Dublin. On qualification as a pharmacist, he joined Glaxo Laboratories and was the company's medical representative in the West of Ireland for 16 years. Eleven years ago, he opened his own community pharmacy in Dundrum in Dublin. Well-known in local community affairs, Mr Farmer is a senator of the Junior Chamber of Commerce and a past president of the Dundrum Lions Club. He is married with five children. The new vice president is Mr Charles Roche, and the new treasurer Mr Tom Wickham.

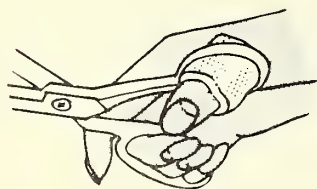
Mr Bill Patterson, FPS, has retired after 21 years as secretary of the Sheffield Branch of the Pharmaceutical Society. He was presented with an antique oak cupboard at the annual meeting. Mr Patterson, who owns a pharmacy in Sheffield, is still the public relations officer for the branch and for the Sherwood Region.

Mr A. G. Mervyn Madge, FPS, member of the Pharmaceutical Society's Council and secretary of Plymouth Branch, has been awarded the first fellowship of the branch, a new award created for services to the branch and to pharmacy.



They're probably on the way to buy some Tubifoam!

Since being launched in October, 1979, the Tubifoam Family Pack has found great success as an effective yet inexpensive means of protection for fingers and toes. As the home health care market continues to expand, so does the demand for this popular product.



To further boost the sales of Tubifoam, supporting advertisements in popular women's magazines will appear throughout May and June of this year.

Demand for Tubifoam is sure to increase once again. Are you sure you can meet that demand?


To become a Tubifoam stockist, contact either your Jackel International U.K. salesman or your usual wholesaler.



Seton®
tubifoam

for blisters, bruises, callouses and corns.

Seton Products Limited, Tubiton House, Medlock Street, Oldham OL1 3HS. Tel: 061-652 2222.



What do you recommend for indigestion and heartburn?

Many doctors now prescribe or recommend one of the new alginate/antacid formulations, and patients like them because they work so well.

Now there's an alginate/antacid product that you can recommend without hesitation because it's palatable (caramel flavoured) and easy to carry around – it comes in foil-sealed tablets – and also modestly priced.

NEW **TOPAL**

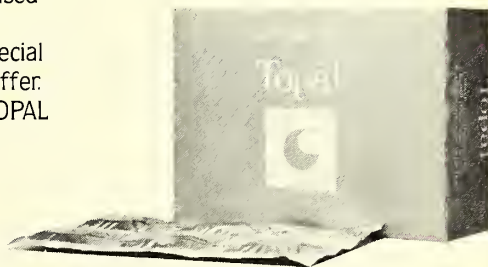
alginic acid with antacids

Topal comes from a major pharmaceutical group with companies in six European countries. Like all the company's pharmaceutical products it is sold only through retail pharmacies.

The launch of Topal is being supported by national detailing and press advertising to general practitioners, but the product may also be purchased without prescription.

There's also a special introductory trade bonus offer.

Full details on TOPAL and the bonus offer from De Witt International Ltd.



Concept Pharmaceuticals Ltd.,
a member of the Pierre Fabre Group
59-61 High Street, Rickmansworth, Herts. WD3 1EZ
Distributed by: De Witt International Ltd.,
Seymour Road, London E10 7LX
Telephone 01-539 3334

INTRODUCING THE SALVELOX **EXPRESS**

SALVELOX EXPRESS

plasters go on like magic. The plaster unwraps as you pull it from the pack, so that you can stick it on yourself all by yourself with one hand. No messing about — straight on. Stops childrens' tears and bleeding faster. Salvelox Express the easy to apply plasters from Rand Rocket,



BIG SALES . . .

Over 44 million adult impacts
in the launch period alone in

The Sun

**Woman's Own
Family Circle**

BIG PROFITS

Salvelox Express gives bigger profit
margins on normal terms than the
major competitors

DOUBLE YOUR MONEY

Ask your wholesaler about
the special bonus terms on this
display pack, or write direct to:

Rand Rocket

Algrey Estate, Sharps Way,
Hitchin, Herts SG4 0JA.
Tel: Hitchin 58871



COMPANY NEWS

Green light for Bayer Agfa deal

The West German cartel authority has given the go-ahead to a deal which gives Bayer a controlling interest in Agfa-Gevaert (*C&D*, March 1, p354).

Bayer are now able to purchase a further 10 per cent stake in the photographic company, taking their interests up to 60 per cent. In the last quarter of 1979 Agfa suffered serious losses due to the substantial rise in the price of silver and announced earlier this year that they needed the capital Bayer would inject to finance the purchase of future silver stocks.

No change in Agfa's policies are planned when the deal goes ahead.

□ Bayer AG have made a strong start to 1980 increasing pre-tax profits for the first quarter by 34.6 per cent to DM276m, on sales up 23.4 per cent to DM7.56bn.

Glass sales

Sales of UK glass containers to the chemical, pharmaceutical, toilet and perfumery industries fell by just over 11 per cent in 1979, according to figures released by the Glass Manufacturers Federation.

A combination of a slackening in demand from these industries and the use

of imported containers is thought to have caused the fall. Plastic, including the increasing use of blister packaging, has taken some volume away from glass.

Glass container sales in other areas showed a marginal rise, but the Federation say that the road haulage strike contributed most to the slight drop in overall sales to 6714 million units, worth £352.9m, against sales of 6736m units in 1978. A spokesman for the Federation told *C&D* that the steel strike had no effect on the demand for glass containers, as it was resolved a short time before a switch to glass became necessary.

Lilly move house

Lilly organisation have moved their London headquarters to 13 Hanover Square, W1. Opened by Sir George Young, Under-Secretary for Health and Social Security, this week, the building is now the headquarters of Lilly Industries, Lilly Europe, Elizabeth Arden Ltd and Elizabeth Arden Inc.

Fleur double profit

Fleur Beauty Products Ltd have reported profits more than doubled for the year ended March 31—£165,000 compared with £71,000. Turnover was up from £1.5m to £1.6m. The company is now well established in the exports market and has recently dispatched 35 container-loads of Just to the middle east. Mr John Hughes, formerly with Fabergé, has joined Fleur as sales director.

Bank invests £5m

Barclays Bank is to invest £5 million in the building of small industrial premises in assisted areas—a further step in the Government's plans to unite public and private capital to help finance industry.

Barclays will acquire sites from the English Industrial Estates Corporation and finance the building work which will be undertaken by the Corporation.

A total of £25m has been raised in recent months, with CIN properties contributing £15m and Legal & General Assurance company £5m. In return for the investment the companies will control the freehold of the properties and retain control of rents.

Mr David Mitchell, Under-Secretary for Industry, says that the investment of private sector finance was "a direct consequence of a recent report commissioned by the Department of Industry which identified a significant shortage of small industrial premises and of the Government's immediate response to it." He also offered his congratulations to Barclays for their investment, saying that it would provide finance for at least 200 much needed nursery units.

□ Williams and Glyn's bank will now give loans at fixed rates, to buy machinery or extend premises, to small businesses. The "Business Borrowing Plan" makes fixed rate loans available from £10,000 to £50,000 with repayments over five years or less.

The Inter-dens Toothbrush.
Designed in consultation with Dentists
to help remove the plaque
ordinary toothbrushes can't reach.

Inter-dens
Interdental Cleansers
and Gum Massage Sticks

Pharmaceuticals, Toiletries
Hospital Supplies

Inter-dens Interdental Cleansers.
Designed in consultation with Dentists
to help remove the plaque even the
Inter-dens Toothbrush can't reach.

Inter-dens Products for Oral Hygiene and Healthy Gums

Inter-dens is a registered trademark.

Nicholas Laboratories Limited,
225 Bath Road, Slough SL1 4AU.

COMPANY NEWS

Continued from p805

Gelatin production resumes at Leiner

The Welsh Development Agency have given the go-ahead for the resumption of gelatin manufacture at the premises of P. Leiner and Sons, at Treforest in South Wales.

Earlier this year the receiver was called into Leiners when it collapsed with debts of over £2 million (*C&D*, February 23, p309). At that time he recommended the continuation of production at the company and the WDA have now issued a licence to a consortium led by Mr Jack Loveland, the Leiner former chief executive and managing director.

The new company, backed by city bankers, is called Leiner Gelatins Ltd and

they say they will continue to produce photographic, pharmaceutical and edible gelatins, with a growing emphasis on research and development.

The collapse of the original company left the WDA with substantial losses as they had invested some £2m in the company and the new owners say they acquired the core of the business "following protracted negotiations with the receiver and the WDA".

Briefly

Beecham Pharmaceuticals plan to build a new clinical pharmacology unit for research and development work at Great Burgh, Yew Tree Bottom Road, Epsom. The Beecham Group are also building a new six-storey office block at their present HQ at Brentford, Middlesex and a new factory at Rugby, Warwickshire, for which a £198,000 contract has been awarded to cover the preliminary works.

Roche Products are building a £2.8 million, four-storey pharmaceutical re-

search laboratory at Welwyn Garden City, Herts, which is scheduled for completion by March 1982.

Boehringer Ingelheim Ltd have closed their manufacturing division, Harker Stagg, at Leyton, London E10. All production is now located at the company's Bracknell address: Southern Industrial Estate, Bracknell, Berks RG12 4YS.

Beecham Foods have taken over the Bovril Group, which includes Marmite and Ambrosia products, at a cost of £42 million. Beecham intend to let the group run independently for at least the next 12 months.

Cooper Health Products Ltd are having a warehouse and office complex built at Aylesbury. The main building will be 20,000 sq ft and is being constructed by Hewgate Ltd.

Lewis Laboratories Ltd, have a new telephone number: Leeds 482032.

Cross Pharmacy, Malpas, Cheshire, has been taken over by Mr Peter Eyre, MPS. Representatives are invited to call when in the area.

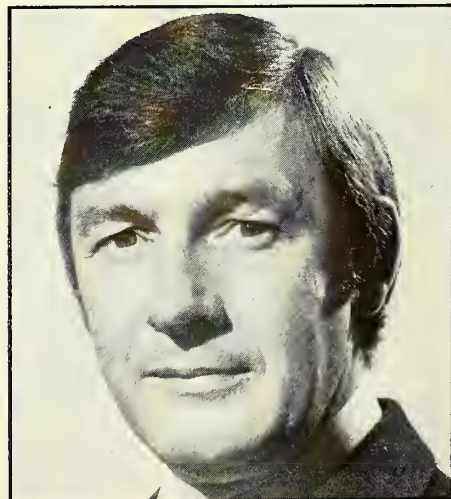
Appointments

LRC International Ltd: Mr George Palmer has been appointed managing director of the LRC products division. He comes from Wilkinson Products.

May & Baker: Mr Eric J. Mackay has joined the board as deputy managing director. He has spent most of his career with the Royal Dutch Shell Group from which he eventually retired as chairman and managing director of Shell Chemicals UK Ltd.

Unichem Ltd: Mr Bob Scott is appointed field sales manager, with responsibility for the operation and training of the company's sales force. Mr Scott was previously general sales manager of Booker Health Foods and his sales experience has also included a ten year period in the frozen food industry.

United Pharmacists Co-operative Society Ltd: Mr Iain Macdonald MPSI, MPS, MI Pharm M (below), is appointed chief executive. Mr Macdonald has been 20 years in pharmacy, following a career which has included the management of retail outlets, hospitals and a major pharmaceutical group. He was chief executive of a marketing firm in Africa before returning to Ireland in 1975.



why NEW milupa GRANULATED RUSK is selling so well.

Because it's good for babies, good for Mum, and good for chemists, too! Milupa Granulated Rusk provides balanced nourishment that really satisfies baby and it's easy for Mum to prepare.

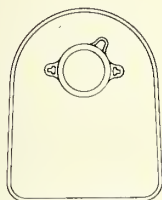
More and more, Milupa Granulated Rusk is bringing the rusk market back to chemists. It's a modern product that you can recommend with full professional confidence and like all the Milupa range, it's very profitable, too.



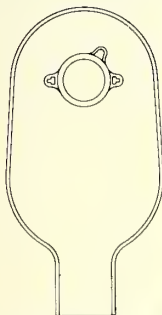
milupa A new generation
of baby foods

Milupa Ltd. Cowley Peachey, Uxbridge UB8 2JA. Telephone West Drayton 48286

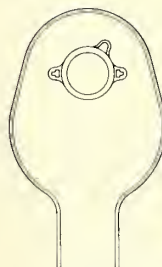
No wonder it clicks!



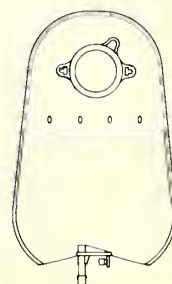
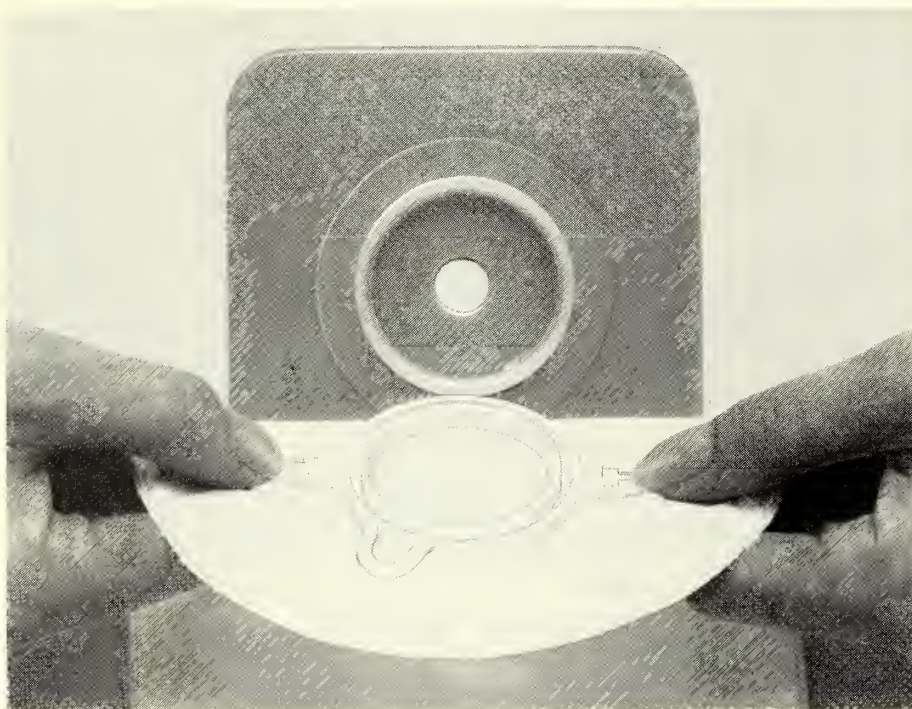
Ostomy Pouches
white



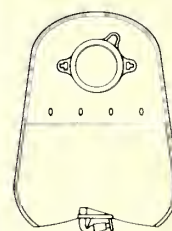
Ostomy Pouches
drainable
white and clear
standard size



Ostomy Pouches
drainable
white
small size

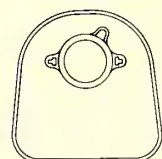


Urostomy Pouches
standard size



Urostomy Pouches
small size

A small change
for special
occasions



Activity Pouches
white

SURGICARE

Trademark

System 2 saves skin

**so comfortable
so secure**

The Stomahesive™ Flange can remain in place for several days and allows pouches to be changed as often as necessary without having to remove the Stomahesive™ Flange from the skin.

Surgicare™ System 2 avoids possible skin traumas through repeated application and removal of adhesive pouches.

**so simple
so versatile**

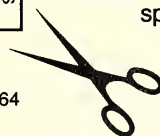
Just 'click' on a replacement Surgicare™ System 2 pouch at any time for the management of colostomies, ileostomies, ileal conduits and fistulae.

Each pouch is easily 'clicked' on and off and may be just as easily replaced by the most appropriate pouch to meet special needs.

C&D	Please send for further information	ALL BLOCK CAPITALS
Name		
Address		
S2 'clicks'	No stamp required/Address to Squibb Surgicare Limited Freeport 245 Regal House Twickenham Middlesex TW1 1BK	

Squibb Surgicare Limited

Regal House Twickenham Middlesex TW1 3QT Telephone 01-892 0164
Made in England Authorised user of the trademarks



Build-up[®]

CHOCOLATE FLAVOUR
4 servings in this box

Build-up[®]

SWEETENED SKIMMED MILK WITH GLUCOSE AND VITAMINS

CHOCOLATE FLAVOUR

Simply
add milk
to make
a complete
high protein
meal
4 Servings



FOR WHEN YOU
CAN'T EAT PROPER
MEALS

Build-up is on the up-and-up

Trade margins are up! Now on the basis of a full case (a dozen), you'll make over 30%. In fact, even buying at normal trade price will yield 27%. Which, you'll agree, certainly upstages our competition.

Our consumer advertising budget is up! Recently we've been running full colour advertisements in Britain's leading women's magazines, which together share a total circulation of over 4½ million. We've not only been telling mothers *why* they should buy Build-up... but also that it's *only* available from their chemist.

Our specialist advertising budget is up! We've continued to remind professional users of Build-up's many benefits with campaigns in Hospital and Community Health publications. Which has certainly contributed to increased usage in hospitals and also throughout the Community Health Sector.

And our brand share is up. Which isn't surprising with all the activity that's surrounded Build-up recently. Check the latest Nielsen figures and you'll see what we mean.

Build-up your sales, with Build-up.

COUNTERPOINTS

Beecham Perform conditioner launched with a guarantee

Perform, a new hair conditioner, is being launched by Beecham Toiletries. Backed by more than £1m of marketing support, the company expects Perform to gain a major share of the conditioner sector—the fastest growing area of the UK hair-care market—within the year.

Beecham claim that their new Perform gives hair a longer lasting body and shine than any other brand of conditioner available today. They are backing this with a printed "Performance bond" attached to every bottle. This guarantees the user money back if not fully satisfied that Perform has given her hair a longer lasting body and shine than her usual brand.

Advertising worth £865,000 will appear on television, radio and in women's magazines. This, the company says, will almost double that of the spending by each of the two heaviest conditioner advertisers of 1979. The advertising will be followed up by introductory price reductions and a full-scale sampling programme. Beecham say their aim is to gain an 8 per cent sterling



share of UK conditioners for Perform within 12 months, which represents number three brand position.

New Perform comes in three variants, each describing what its purpose is—"to enrich dry hair", "to nurture normal hair" and "to refresh greasy hair". In

three sizes, a sachet (£0.17) and two bottles (100ml, £0.72; 200ml, £1.05). Retail prices are reduced during the introductory period (sachet, £0.13; 100ml, £0.49 and 200ml, £0.75).

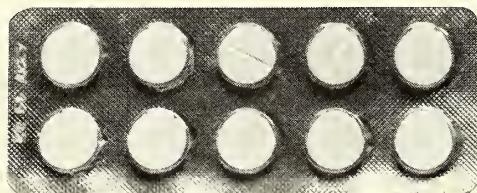
Beecham Toiletries marketing director, Mike O'Donovan says: "This is the growth market of the eighties and this expansion comes from younger women. Two-thirds of women under the age of 35 are now using conditioners regularly. Beecham Toiletries, Beecham House, Brentford, Middlesex TW8 9BD.

Bisk digestives

Ashe Laboratories have added chocolate digestives (£0.42) to their range of Bisk triple pack meal replacement biscuits. The other two flavours already available are orange and peppermint creams.

Advertising and promotion expenditure on Bisks will be £350,000 in 1980 and chocolate digestives will be prominently featured. A women's Press campaign will run through until August. Ashe Laboratories Ltd, Ashtree Works, Kingston Road, Leatherhead, Surrey KT22 7JZ.

Lepetit Pharmaceuticals Ltd. announce the availability of **Lurselle**®



a new specific hypolipidaemic agent.

Each pack contains 12 blister strips of 10 x 250mg. tablets. Basic NHS Cost – £13.40

Further information is available on request. Lepetit Pharmaceuticals Limited. Distributed in UK by Farillon, Bryant Avenue, Romford, Essex RM3 0PJ.

PL 0341/0019



A subsidiary of The Dow Chemical Co.

COUNTERPOINTS

Mum relaunched and new deodorant test marketed

Bristol-Myers have relaunched Mum anti-perspirant roll-on deodorant. Mum is claimed brand leader, with a 16 per cent share of the total deodorant market.

The relaunch entails more modern packaging and a new one inch ball applicator making Mum quicker, easier and more comfortable to apply.

With the relaunch Bristol-Myers say they have updated the image for the 1980s. New Mum is said to have a modern feminine and cosmetic brand presentation. The formulation and fragrances remain the same. New pack sizes are also a feature of the relaunch with 30 ml replacing 28 ml, and 50 ml replacing 42 ml.

Bristol-Myers plan to spend £1½ million on a promotional and advertising programme including a national television commercial. Mum will also run a campaign in young women's Press during the summer, aimed at the 16-24 year old users.

Bristol-Myers are also extending the Mum range to incorporate a new range under the name of Mum Quick Dry to meet the needs of the young user.

Mum Quick Dry, described as an alco-



hol-based product, has been formulated to incorporate the effectiveness of Mum and overcome the two potential disadvantages of this product type relating to skin feel and perfume.

Mum Quick Dry has been launched into test market in the Southern television area. Coming in four variants—forest breeze (green), dawn sky (pink), azure (blue) and wild orchid (gold)—the bottle size is 30 ml, also with one inch ball for easier and more comfortable application. Retail prices will be the same as for standard 30 ml Mum. *Bristol-Myers Co Ltd, Stamford House, Station Road, Langley, Bucks SL3 6EB.*

May promotions from Vestric

The following are Vestric's promotions for May: Mum Rollette and refill, Aspro regular and clear, Kleenex for Men, Yeast Vite, Iron Jellies, Phyllosan, Dicalm, Alberto Balsam shampoo, All Fresh clean up squares, Germolene foot spray, Cossack hairdressing for men, Vespri press on towels, Denclen, Ultra-brite, Alberto Balsam conditioner, Bic razors, Vitapointe conditioner, Pennywise, Soft 'N Gentle, Dr Whites, Kleenex toilet tissue, SR toothpaste and Camay soap. *Vestric Ltd, Chapel Street, Runcorn, Cheshire WA7 5AP.*

Curity Snugglers relaunch

Newborn Curity Snugglers are being relaunched as new super absorbent with 14 per cent more padding. The relaunch will be supported by a national television campaign and Radio Clyde and Forth campaign. There will also be a sampling and coupon operation. *Colgate-Palmolive Ltd, 76 Oxford Street, London W1.*

VO5 sunspecs

During May and June VO5 hair products will be carrying an offer of fashion sunglasses which featured in the television campaign in January/February. Selling for £3.99 the sunglasses will be supported

by backing cards, leaflets and shelf strips. The television commercial for VO5 is being reshowing during the May/June period in the major television areas. *Alberto-Culver Co, Houndsmill Industrial Estate, Telford Road, Basingstoke, Hants.*

Musk additions

Houbigant have added a Musk natural spray to their range of products. The spray (£3.25), in a non-aerosol form, is presented in a black glass bottle topped with a silver cap. Throughout May and June, Houbigant will be giving away free their 480ml Musk bubbling bath and shower gel to customers who spend £5 or more. *Houbigant Ltd, Balcombe Road, Horley, Surrey.*

Profile razor with two twin blades

Wilkinson Sword are making their Profile Deluxe razor available with two pivoting head twin blades (£0.95).

The blister pack will comprise a Profile razor handle, five blades and two pivoting head twin blades. The pack retains the black, red and green colours and chevron motif associated with Profile razor-sets.

The launch, the company says, will be supported by a £400,000 national television campaign in June. *Wilkinson Sword Ltd, Sword House, Totteridge Road, High Wycombe, Bucks HP13 6EJ.*

Radox addition and repackaging

Orchard Bouquet is a new fragrance to be added to the Radox range of herbal baths and coincides with the major relaunch of the products to give them a more elegant look.

The new pack design incorporates a "tap top" cap, colour-coded to match the contents, and a new Radox logo is now printed vertically on the packs in larger lettering. All Radox herbal baths will be available in two sizes, 300ml, which will replace the existing 280ml pack, and



500ml. Prices will be unchanged and the products will be backed by a television advertising campaign from July. *Nicholas Laboratories Ltd, PO Box 17, 225 Bath Road, Slough SL1 4AU.*

Holiday closings

William Ransom & Son Ltd, Hitchin, Herts SG51LY: closed from 5 pm on Friday May 23 until 8.30 am on Monday, June 2.

ON TV NEXT WEEK

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

Alka Seltzer: All areas

All Clear: All areas

Anadin: All areas

Clearasil Clearguard lotion: All except Ln

Compound W: M

Cow & Gate: All areas

Dry Magic: All areas

Dylon wash 'n dye: Ln

Eversun: All areas

Goggles: Ln, M, Y, WW, So, A, We, CI

Grecian 2000: All areas

Limbits: All except CI

Nivea: All areas

Odor eaters: All areas

Oil of Ulay: All except E

Paddi Pads: All areas

Philips Ladyshave: All areas

Scholl sandals: All areas

Scholl Air Pillo insoles: Lc

Sine-off: Ln

Slimgard: All except E, CI

Tudor: Lc

Vitapointe: All areas

The first big splash of 1980.



New pack. New formula. New advertising.
Radox Salts is set to make an even bigger splash in a £35m market

Over 25 years ago, Radox Salts opened up the bath additive market. Today, with over 50% of salt sector sales, it's still undisputed brand leader of the total market. And new developments are designed to increase its massive market share. To start with, the pack has been re-designed, incorporating all the advantages of its traditional elements while appealing to a modern, younger market.



Richer in herbs and mineral salts

All the things that made Radox Salts so popular in the past have been increased in good measure. Proportions of herbs and mineral salts have been raised. And the

fragrances have been improved – fresher, and more appealing to today's taste.

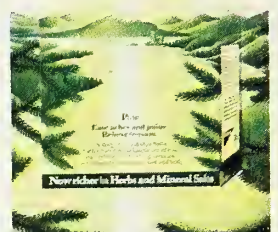
Thousands of strategically sited posters

From March through June, Radox Salts are being promoted in an eye-catching 'toiletries special' poster campaign. Thousands of these posters will be sited near chemist outlets. And they'll be delivering the Radox message all day long to shoppers passing by your window.

Now doesn't all that add up to the most relaxing news this year?

**You've dug the garden.
Now fill the bath.**

Relax in a
Radox
bath



Nicholas

Pharmaceuticals, Toiletries
Hospital Supplies
Radox is a trade mark

Nicholas-Number 1 at bathtime

COUNTERPOINTS

Travel pack, night cream and talc from Albion

Albion Soap Co have brought together three of the most widely used Simple skin care range products in a handy size travel pack. The pack contains three 30 ml bottles of Simple cleansing lotion, moisturising lotion and skin tonic, in a brown and white carton (£0.99).

The pack, the company believes, will have considerable appeal as an introductory pack. Display units of one dozen Simple travel packs are available. A Simple night cream (50g, £1.30) and talc (100g, £0.69), have also been added to the range. Both products are colour and perfume free. *Albion Soap Co Ltd, Albion House, Station Road, Hampton, Middlesex TW12 2DY.*



Sterile eye dropper in Jaycare range

The first product in the Jaycare range, an individually wrapped, sterile 10ml eye dropper assembly, is available from Johnsen & Jorgensen (Healthcare) Ltd.

The dropper conforms to BS 1679 (1965) and is designed to dispense eye preparations from the standard 10ml or ½ oz dropper bottle. It comprises a neutral glass pipette with straight or bent ball end, fitted with a 20 R/3 black urea cap and a chlorbutyl rubber bulb compatible with most preservative solutions. Droppers are individually wrapped in polythene/polyester laminate and terminally sterilised by gamma irradiation.

Jaycare droppers are available from stock in transit outers of 500. Carton packs of 20 will be introduced in September. *Johnsen & Jorgensen (Healthcare) Ltd, Herringham Road, London.*

Accessories bar

Two cutters and foils are free to retailers when they order Ronson's new shaver accessories bar stocked with 40 assorted cutters, foils and flexes.

The accessories are available in bubble-packed cards which have fitting instructions on the reverse. The offer runs until the end of June. *Ronson Products Ltd, Randalls Road, Leatherhead, Surrey.*

Jeyes bird prints

Jeyes Fluid is to be promoted by a free on-pack offer. The new promotion is linked to the Royal Society for the Protection of Birds, and comprises a free offer of four bird prints.

For every application for the prints

received, Jeyes will donate 15p to the RSPB towards a target of £3,000.

To obtain the prints the customer merely returns the special offer collarette with 15p to cover postage. *Jeyes Ltd, Brunel Way, Thetford, Norfolk.*

Rimmel shades

Rimmel have introduced two new shades, a pressed eye shadow in grape bloom (£0.43) and an eye liner pencil in charcoal grey (£0.53). *Rimmel International Ltd, 17 Cavendish Square, London.*

Aziza activity

Aziza are extending their ranges of Soft Touch and Frosty Lustre Duos with three new colour combinations for each. These are in the Soft Touch range—iced peach/iced ginger, iced bisque/iced winewood and iced mist/iced heather blue (£1.30).

The new Frosty Lustre shades (£1.65) are glistening honey/glistening cocoa, glistening sand/glistening ginger and glistening peachy pink/glistening claret. *Prince Matchabelli, Victoria Road, London NW10.*

Lancôme gift

For summer, the O de Lancôme 42g spray (£3.25) will be presented in a pochette which doubles as a sunglass case. *Lancôme Ltd, 14 Garrick Street, London.*



New Era launch self-care medicines

New Era Laboratories are introducing a range of self-care products based on homeopathic formulas. The tablets have product licences in accordance with the Medicines Act's special provisions for "biochemic remedies."

Hay fever tablets contain magnesium phosphate, sodium chloride and silica each to 6X homeopathic potency; catarrh tablets contain ferrum phosphate, potassium chloride, potassium sulphate and sodium chloride each to 6X; migraine tablets contain potassium phosphate, magnesium phosphate, sodium chloride and silica each to 6X; rheumatism tablets contain calcium phosphate, potassium chloride, sodium phosphate and sodium sulphate each to 6X (300 tablets, £0.75).

National advertising includes the *Sun*, *Daily Express*, *Daily Mirror*, *London Evening News*, *Scottish Daily Record*, Irish newspapers and specialist magazines. *New Era Laboratories Ltd, 39 Wales Farm Road, London W3 6XH.*

Optical offer

For a £275 order of Greenkat binoculars and/or telescopes, retailers will receive 15 per cent extra discount—rising to 20 per cent if the account is settled within ten days.

A further package is offered if around £40 worth of advertising space is booked in a local newspaper promoting the retailer as a local stockist of Greenkat products. The package consists of a photograph of a 10x50 "lever arm" to be offered at less 15 per cent, a photograph of the Greenkat logo and advertising copy and "model" advert.

On receipt of a copy of the advertisement retailers will also receive a pair of Greenkat binoculars which retail at around £45, which the company says is to cover the cost of the advert. The offer runs until, "at least the end of July". *J. J. Vickers & Sons Ltd, Vixon House, 182 Manor Lane, London, SE12 8LY.*

Lapidus sampling

From May 15, while stocks last, French Quarter present a 50g sample size Ted aftershave atomiser with a complementary 25g talc (£3.95). *The French Quarter, 14 Garrick Street, London WC2.*

Sun block addition

Charles of the Ritz have added an Ultra Sun block (£4.25) to the sun protection range. Fragrance-free, Ultra Sun block is a non-greasy white cream. *Charles of the Ritz, 51 Charles Street, London W1.*

The second big splash of 1980.



Fresh new packaging. Improved fragrances.

A new burst of TV advertising.

We're really splashing out on the biggest brand in the bath liquid market.

The bath liquid market has only ever had one brand leader. Radox Herbal Bath. It's led since it was launched in 1970.

Despite big-spending competition, it still sells more than any other generally available brand. And we're making sure things stay that way.

The packaging is now totally different and distinctive. The cap shaped like a tap, is easier to twist off. And the pack graphics are more attention-grabbing.

New variant-Orchard Bouquet.

We've made all the fragrances fresher and cleaner; raised the herbal content, and introduced

a new fragrance into the range: Orchard Bouquet. It's already been successfully test-marketed, so there are now four ways you can make more money out of bathtime.

Heavyweight TV expenditure.

Beginning in July we're splashing out big on Radox Herbal Bath. Over £250,000 will be spent on our biggest-ever TV promotion. Which is just what you need to put new life into your profits.



Nicholas

Pharmaceuticals, Toiletries
Hospital Supplies
Radox is a trade mark

Nicholas-Number 1 at bathtime.



Two new from Stafford

You know about Sensodyne toothbrushes. Adult and children's models, and a special one for sensitive teeth. High-quality, premium priced, backed by heavy promotion to the dental profession and the public.

Now we're introducing two new Sensodyne toothbrushes to make the range more complete.

Sensodyne Interdental

Dentists recommend that a single-tuft toothbrush should be used routinely for cleaning the spaces between the teeth. The new Sensodyne Interdental has correct head/handle configuration with double-rounded Tynex nylon brushing filaments designed for long life and efficient penetration into the crevices. As this brush meets a definite professional requirement, it is anticipated that the level of dental recommendation will be high.



front runners Miller



Sensodyne Perio

Special-purpose
toothbrush with
extra soft filaments
for patients with gum
problems who need
a compact-head brush
with soft texture.

Both new toothbrushes, plus the whole range, are being promoted heavily to dentists via press advertising, sales force activity and direct mail. There's also a P.R. campaign running. All Sensodyne toothbrushes are premium-priced, with big profit margins for you.

There's also a new display stand to hold supplies of all the brushes and Sensodyne Dental Floss. The Stafford-Miller rep. will be offering you one.



But don't wait for that. Order the new Perio and Interdental brushes now. The demand will be there – and it'll grow.

Make sure you can meet it.

Sensodyne Toothbrushes

Simply the best

Stafford-Miller Ltd.,
Professional Relations Division,
Hatfield, Herts. AL10 0NZ.

New~look Palmolive puts a new complexion on your business!



Palmolive – the most consistent brand in the market place – is moving into the '80's with a brand new look!

New-look Palmolive has an attractive new shape, bar colour and pack design, to make it even more appealing.

We're backing Palmolive with the biggest support package ever:

- * Heavyweight national TV Campaign, with a powerful new commercial and £½ million expenditure in the first 10 weeks alone.

- * Over £1 million promotional support.

This support will ensure you profit from this important relaunch.

The beauty of Palmolive is~you'll clean up on profits

COUNTERPOINTS

Keeping an eye on Max Factor activity

Max Factor activity until the end of July is concentrating on the eyes. Three new products being introduced are a double-ended eye pencil, Shadow Play Quartets and an eye make-up remover lotion.

The double-ended pencil (£1.15) comprises a brow styler and liner and is available in black, grey, brown and taupe.

Shadow Play Quartets (£2.00) are four collections each comprising four colours. The collections come in dark blue compacts with transparent lids and double-ended sponge-tipped applicators. Each compact contains one highlighter and three shadows. They are the Earth Collection—rich brown and burgundy with a pink highlighter, the Country Collection comprises jade and green with a pale lemon highlighter; turquoise and mid-

night blue colours with a white frosted highlighter make up the Caribbean Collection and finally there is lilac, dark blue and grey with a pink highlighter in the Heather Collection.

The third new product, gentle eye make up remover lotion (50ml, £1.10), comes in a transparent lightweight, plastic bottle with a gold cap trim. All three will be available from the end of July.

Also available from Max Factor, this time at the end of May, is the Indelible Lipstick Wand (£1.75). The wand, in a dark blue presentation, comes in 12 cream and frosted shades—orange, wine, plum ice, pink ice, ginger, candy ice, rose, mauve, coral ice, red, plum and cinnamon. *Max Factor Ltd, 16 Old Bond Street, London W1A 3AH.*

'Can to Cannes' competition

Radiol Chemicals are running a competition for chemists' assistants, open until June 30. First prize comprises a 14-day holiday for two in the south of France (or £500).

To enter, the six main selling points of the Radian-B spray have to be placed in order of importance to someone suffering from rheumatic muscular pain. Then in no more than ten words the entrants must say why they have chosen their number one selling point. *Radiol Chemicals Ltd, Stepfield, Witham, Essex CM8 3AG.*

Oxy holidays

"Stock up on Oxy and save holiday money" is the theme of Norcliff Thayer's trade deal to promote Oxy. For every two outers of six Oxy-10 and one outer of six Oxy-5 ordered, a £25 holiday savings bond will be sent. The bond can be used through all the major tour companies and is valid for 18 months on holidays to be booked this year or in 1981. There is no limit on the number of vouchers but only one voucher can be used for each booking. Details are available from Pharmagen, the distributors of Oxy, and the holiday savings bonds will be sent directly from Norcliff Thayer. *Berk Pharmaceuticals Ltd, Station Road, Shalford, Guildford, Surrey GU4 8HE.*

Vichy repackaged

Vichy Skin Care have repackaged their day cream, Emulsions Essentielles. Designed to complement Vichy's cleansing milks and tonic lotions the packs combine pale pink and grey to give a

softer, more feminine look.

Emulsions Essentielles is a light fluid cream which protects the skin and provides a make-up base. It is available for oily, normal, dry and very dry skin in 40ml tubes (£2.30). *Vichy (UK) Ltd, Ashville Trading Estate, Nuffield Way, Abingdon, Oxon OX14 1TJ.*

Cachet offer

Throughout May, Prince Matchabelli will be offering the consumer a 35g size of Cachet eau de toilette spray (£2.65). *Prince Matchabelli, Victoria Road, London NW10.*

Philippe activity

André Philippe have introduced a duo bubble bath/cologne gift pack (£1.55) to their range of products. *André Philippe Ltd, 71 Gowan Avenue, Fulham, London SW6 6RJ.*

Streamlined TCP

TCP antiseptic is being repackaged in modern streamlined bottles in metric sizes. These are 50ml (£0.39), 100ml (£0.55) and 200ml (£0.75). *Unicliffe Ltd, 5 Trident Way, International Trading Estate, Brent Road, Southall, Middlesex UB2 5LF.*

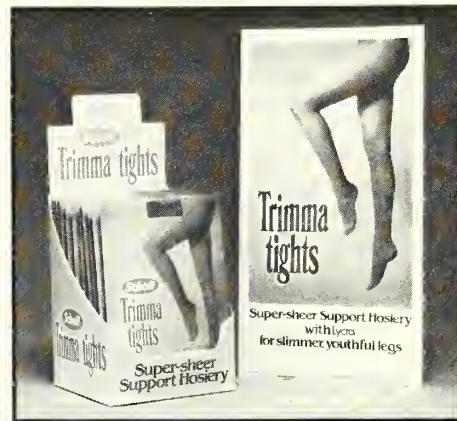


Trimma tights for lightweight support

Scholl are introducing their first lightweight support tights—Trimma tights. These are 40 denier and contain 91 per cent nylon and 9 per cent elastane (Lycra). Two shades, amber and milk, are available in four sizes; small; medium, large and extra large (all £3.49).

Trimma tights will help prevent the formation of varices and relieve aching legs, say Scholl. They are indistinguishable in wear from ordinary tights, but the stitch formation ensures versatility of fit and run-resistance. The knitted-in graduated compression helps improve venous return.

During the initial sell-in period the tights will be supplied only in one-dozen display outers containing six pairs of



each colour with 50p off each pair. The launch will be backed with a radio advertising campaign. *Scholl (UK) Ltd, 182 St John Street, London EC1P 1DH.*

Sweet success

ICML have added two lines to their sugar confectionery range. The additions are glaze mints and mint imperials which will be on promotion throughout June. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wiltshire. BA12 9JU.*

Carnation additions

Carnation have added a bran flavour to their range of Slender meal replacements. Also available is a new Slender six-day diet plan (£2.82). *Carnation Foods Co Ltd, Carnation House, 11 High Road, London N2 8AW.*

Christmas shows

Taylor of London Ltd, The Dean, Alresford, Hants: Albany Hotel, Glasgow; June 8-12. Majestic, Harrogate; June 15-18. Metropole, Brighton; June 29-July 3. Piccadilly Hotel, Manchester; July 13-16.

The Tablets They Keep Taking



The Denture Cleaner market is worth a hefty £16 million at RSP.

Steradent products have by far and away the biggest slice of the business.

And with £1 million being spent on advertising in 1980 we'll make sure that slice is even bigger.

Steradent Tablets have the biggest chunk of the biggest slice—with 35%* brand share.

So make sure you've got the tablets – so they can keep on taking them – from you!

* Independent Research



Reckitt Dental Products-The Specialists.

COUNTERPOINTS

Clairesse relaunch aims at sophisticated image

Clairesse are relaunching and repackaging Clairesse. The brand, which was launched in May 1979 following a test market in Granada, is to be supported by a £400,000 advertising and promotions spend to emphasise Clairesse's commitment to "the finest hair colourant in the world."

The new pack design is said to put across a sophisticated brand image, more consistent with the advertising. The packs are described as more reminiscent of cosmetics packaging than colourants which are usually functional in their presentation.

The brand will be relaunched with a range of 15 shades—3 more than are currently available and will be increasing its recommended selling price to £1.85 from May. Introductory deals are available on the brand until the end of June.

Bristol-Myers believe that the continuing trends in hair towards naturalness, make Clairesse the ideal choice for the younger colourant user, who may be dissatisfied with the colour results obtained by semi-permanents, but wants to be reassured that the condition of her hair will not be affected by a longer-lasting colourant. The target market for the brand is younger than general colourant users, and new users.



Roger Collins, group product manager for Clairrol says, "The non-ammonia colourant sector in the United States now accounts for almost 10 per cent of sales. Since launch in the UK Clairesse has been holding a share of between 4 per cent and 5 per cent, while in the Granada test market the brand hit a 13 per cent share, making it the second biggest seller behind Nice 'n Easy. So we know the brand has got very good share potential. In 1980 it is planned to exploit the brand's unique position with a total support package which is larger than any other brand, except Nice 'n Easy." *Bristol-Myers Co Ltd, Station Road, Langley, Slough SL3 6EB.*

Freshtex buds

Freshtex are introducing next month a new cotton buds pack containing 208 buds (£1.10).

Ernest Bettles, national brand manager, says: "Buds have long since ceased to be merely of interest to mothers of young babies. More than 70 per cent of sales are for make-up purposes—putting on lip paint and eye shadow, removing nail varnish and so on.

"It's an expanding market and we have gone for a quality product. The tips are of 100 per cent cotton, and they have been specially treated to avoid fluffing. The stick is of strong plastic—and we have designed a square pack so as to avoid the usual disadvantage of having to pick up a bud by one of the ends." *Freshtex, 22 Hanover Square, London.*

Voucher savings

Sterling Health are following up the recent "10p off" coupon on Wet Ones for Baby with a £2 voucher offer.

The scheme offers a £2 book of vouchers in return for two proofs of purchase of the Wet Ones for Baby 70s pack. The book contains vouchers against Sterling Health Products (Del-rosa, Izal antiseptic and Wet Ones for

Baby) as well as Farley rusks, Savlon baby care, Heinz yoghurt desserts and Maws Simpla feeding bottles. *Sterling Health, St Marks Hill, Surbiton, Surrey.*

POS material for the Braun Sprint shaver with each purchase of which a 50ml size of Dunhill aftershave (£4.30) is offered free. *Braun Electric (UK) Ltd, Dolphin Estate, Windmill Hill, Sunbury-on-Thames, Middlesex.*



Supersoft sun offer

Supersoft are launching a sunglasses offer through chemists. The sunglasses with photochromic lenses normally retail for around £9.

Purchasers, who buy one or two products from the Supersoft range and a pair of sunglasses, can claim £0.50 or £1 in cash by sending the sunglasses swing ticket, plus either one or two Supersoft labels to Reckitt Toiletry Products.

POS material will be available for the Supersoft range, to be placed alongside the sunglasses stand. Reckitt's say they will be supporting Supersoft with a £1 million promotional spend on television and in women's magazines. *Reckitt Toiletry Products, Reckitt House, Stoneferry Road, Hull HU8 7DS.*

Skin care soaps

Oatmeal soap and buttermilk soap (£0.67) are two new skin care soaps to be introduced by Bronnley. Oatmeal soap is said to be designed to clear the complexion while cleansing deeply. This makes it particularly good for young skins. It also contains natural beeswax and is a pale oatmeal colour, with a violet fragrance.

Buttermilk soap is a blend of wheat-germ with English buttermilk and an Otto of Roses fragrance. Both soaps are available in a single tablet pack. *H. Bronnley & Co Ltd, 10 Conduit Street, London W1R 0BR.*

10-0-6 on television

Bonne Bell's 10-0-6 is to be on television test from May 19-June 15 in the Harlech region. The commercial, the company says, is aimed primarily at the teenage market. During the period a television pre-pack of 10-0-6 will be available to all stockists in the Harlech area.

Promotional support comprises an album offer for both the retailer and the consumer. An album of party favourites will be available to the consumer for £2.70 with every purchase of 10-0-6. The retailer is offered a free L.P. available from a choice of 20, ranging from Abba to Handel's Water Music for orders received. *Eylure Ltd, Grange Industrial Estate, Llanfrehfa Way, Cwmbran, Gwent.*

Arden formulations

Elizabeth Arden's Gloss Over (£1.95) now has an improved formulation, containing the same moisturisers as the lipcolours, and is available in three new shades—sweet cherry, fresh peach and clear. *Elizabeth Arden Ltd, 13 Hanover Square, London W1.*

Nipride infusion indicated for heart failure

Nipride infusion has now been approved for the treatment of heart failure and the data sheet has been revised accordingly. The relevant section of the data sheet states: "Nipride may also be used to improve cardiac function in acute myocardial infarction, aortic or mitral valve disease, cardiomyopathy and other associated causes of acute or chronic heart failure. This includes its intra-operative or post-operative administration in patients undergoing surgery. Haemodynamic improvement is usually associated with an improvement in clinical symp-

toms of heart failure."

The recommendations for the existing indications of hypertensive crises and hypotensive anaesthesia remain unaltered. *Roche Products Ltd, PO Box 8, Welwyn Garden City, Herts AL7 3AY.*

Vaccine packaging

Packaging for tetanus, diphtheria/tetanus and Trivax vaccines has been improved to aid easier recognition. Tetanus simple and adsorbed now have a mustard spot on the new blue and white striped packs;

diphtheria/tetanus simple and adsorbed a lilac spot and Trivax simple and adsorbed a green spot.

These new packs will be phased in gradually as stocks of the current design are exhausted. There will be no change in pack size or vaccine strength. *Wellcome Foundation Ltd, Temple Hill, Dartford, Kent.*

Zyloric code changes and calendar pack

Zyloric-300 tablets are soon to carry the new coding "Zyloric 300 C9B" and Zyloric tablets "Zyloric 100 U4A". The 28 tablet size of Zyloric-300 will be available as a calendar pack. Wellcome say there will be a short transition period in which both forms are available and ask that current stocks are used before the new presentations. *Wellcome Foundation Ltd, Temple Hill, Dartford, Kent.*

Sandocal pack

Sandocal effervescent tablets are now being sent out in a modified pack which omits the inner foil wrapping. The composition and price of the tablets is unchanged. *Sandoz Products Ltd, PO Box Horsforth No 4, Calverley Lane, Horsforth, Leeds LS18 4RP.*

Minims addition

Minims 0.5ml fluorescein sodium eye drops will be introduced in a 1 per cent strength (20 units, £3.34 trade) from May 1. The 2 per cent strength will continue to be available. *Smith & Nephew Pharmaceuticals Ltd, PO Box 7, Bessemer Road, Welwyn Garden City, Herts.*

Naprosyn change

Syntex say that Naprosyn 500 tablets (100) and Naprosyn 250 tablets (250) are being packed in Securitainers instead of screwtop aluminium cans. Prices are unchanged. *Syntex Pharmaceuticals Ltd, St Ives House, Maidenhead.*

Cafergot suppository packaging

The foil packing of Cafergot suppositories has been changed from green to silver and there has been a modification in the shape from torpedo to cylindrical. *Wander pharmaceuticals division, Sandoz Products Ltd, PO Horsforth Box 4, Calverley Lane, Horsforth, Leeds.*



*I'm 17 and ugly spots
are ruining my life.
Nothing seems to
solve my problem
and I'm getting
more and more miserable*

FACED WITH THIS SITUATION WHAT WOULD YOU DO?

RECOMMEND DDD SPOT TREATMENT

DDD Cream or Lotion will relieve the problem safely and effectively.

They contain five fast-acting antiseptics to speed healing and help prevent a reoccurrence of the problem.

DDD products are long-established and proven safe.

DDD the name that
recommends itself
for your recommendation



Your customers may approve, but how about their Doctors?

You'd be right not to approve of any pregnancy test unless it had been fully approved by Doctors' tests.

Predictor has been tested and approved.*

Predictor is the pregnancy test a woman can use in the privacy of her own home.

It works on the same basic principle as any other urine test, and has the same accuracy figure of 98%.

As for the approval of women, the facts speak for themselves.

Since it first went on sale, demand for Predictor has increased steadily. And heavy advertising in women's magazines will ensure that demand continues.

Predictor is only available through chemists, so your customers will be coming to you not only asking for Predictor, but

also asking you all about it.

If you would like further information, please contact your Chefaro representative.



Predictor

Approved by Doctors. Approved by women.

Chefaro Proprietaries Ltd., Crown House, London Road, Morden, Surrey SM4 5DZ.

*BMJ 13th January, 1973.

Big news!

Our new Manicure Scissors are ready, and when your customers see them it'll be thumbs up from everyone.

Because our new Manicure Scissors are simply the best.

And no wonder. We dominate the scissors market because we've made it our business to give people what they want.

Precision ground fine steel cutting edges for flawless grooming.



With a choice of curved or straight blades to suit personal preference, and handles moulded for comfort in lipstick red or classic blue, to appeal to everyone.

In their space saving merchandiser, our new little nail scissors mean business.

We make all kinds of scissors for all kinds of jobs.



Thumbs up for our smallest introduction.



Synthetic vitamin D metabolite from Roche

Roche Products are introducing Rocaltrol—a synthetic preparation of the vitamin D metabolite calcitriol (1 alpha, 25 dihydroxycholecalciferol).

Calcitriol is the most biologically active of the known vitamin D metabolites and is normally formed in the kidneys. Production is defective in chronic renal failure when the glomerular filtration rate falls below 30ml per minute, which contributes to the abnormalities of mineral metabolism found in this disorder.

Administration of Rocaltrol compensates for this impaired production and consequently improves intestinal malabsorption of calcium and phosphate. Hypocalcaemia is corrected, thereby reversing the signs and symptoms of bone disease.

ROCALTROL capsules

Manufacturer Roche Products Ltd, PO Box 8, Welwyn Garden City, Herts.

Description Light-orange soft gelatine capsules each containing calcitriol 0.25µg. Dark-orange soft gelatine capsules each containing calcitriol 0.5µg

Indications For the correction of the abnormalities of calcium and phosphate metabolism in patients with renal osteodystrophy.

Dosage Should be carefully adjusted for each patient to avoid hypercalcaemia. Treatment should be started with two to four 0.5µg capsules daily and serum calcium levels monitored at weekly intervals. The daily dose may be increased by increments of 0.25-0.5µg to a total of 2 or 3µg daily according to the biological response. When dose requirements are stable, serum calcium levels may be monitored at intervals of two to four weeks. Where there is evidence of bone healing the requirements for Rocaltrol generally decrease. The dose should then be adjusted to avoid hypercalcaemia. Higher doses may be required when barbiturates or anticonvulsants are given concurrently but should rarely exceed 5µg daily. Reduction of dose is necessary if such drugs are withdrawn.

The effectiveness of treatment depends in part on an adequate daily intake of calcium, which should be augmented by dietary changes or supplements if necessary. The capsules should be swallowed with a little water. Dosage in children has not been established.

Contraindications Hypercalcaemia or evidence of metastatic calcification

Precautions All other vitamin D compounds and derivatives, including proprietary compounds or foodstuffs "fortified" with vitamin D, should be withheld during treatment. Safety during pregnancy

has not been established. Treatment does not obviate the need to control plasma phosphate with phosphate-binding agents. Since Rocaltrol affects phosphate transport in the gut and bone, the dose of phosphate binding agent may need to be modified

Side effects Hypercalcaemia and hypercalciuria are the major ones and indicate excessive dosage. Clinical features of hypercalcaemia include anorexia, nausea, vomiting, headache, weakness, apathy and somnolence. More severe manifestations may include thirst, dehydration, polyuria, nocturia, abdominal pain, paralytic ileus and cardiac arrhythmias. Rarely, overt psychosis and metastatic calcification may occur. Hypercalcaemia recedes within two to seven days of stopping treatment. Mild, non-progressive and reversible elevations in liver enzymes levels have been noted in a few patients

Packs 100 (0.25µg, £16.50 trade; 0.5µg, £29.50 trade)

Supply restrictions Prescription only

Issued May 1980

LOGYNON tablets

Manufacturer Schering Chemicals Ltd, pharmaceutical division, Burgess Hill, West Sussex RH15 9NE

Description The memo-pack holds six light-brown tablets containing ethinyloestradiol 30µg and levonorgestrel 50µg, five white tablets containing ethinyloestradiol 40µg and levonorgestrel 75µg and ten ochre tablets containing ethinyloestradiol 30µg and levonorgestrel 125µg. All tablets have a lustrous sugar coating. The light-brown tablets bear a black "C" in a regular hexagon on both sides. The white and ochre tablets bear a black "B" in a regular hexagon on both sides

Indications Oral contraception and the recognised gynaecological indications for such oestrogen-progestogen combinations

Dosage One tablet daily for 21 days starting with the tablet marked 1, on the first day of the menstrual cycle. Each subsequent course is started when seven tablet-free days have followed the preceding course. When changing from another combined oral contraceptive, the first Logynon tablet should be taken on the first day of the withdrawal bleed which follows the previous oral contraceptive course. Where it is desirable to retain the previous routine of tablet-taking, Logynon may be started on the same day that the previous combined oral contraceptive would have been resumed, provided the patient has had a withdrawal bleed. In this case additional (non-hormonal) contraceptive precautions, other than the rhythm, temperature or cervical-mucus methods, should be used for the first 14

days. Delayed tablets should be taken as soon as possible and if a tablet is taken within 12 hours of the correct time, additional contraception is not needed. If the delay exceeds 12 hours, the missed tablet or tablets should be omitted, the remaining tablets taken on the correct days at the usual time, and extra precautions (except those mentioned above) used until the course is completed. Vomiting or diarrhoea may reduce the effectiveness and it is advisable that an additional contraception method be used throughout the remainder of the course concerned

Contraindications Thrombotic disorders and a history of these conditions, sickle-cell anaemia, disorders of lipid metabolism and other conditions in which, in individual cases, there is known or suspected to be a much increased risk of thrombosis. Acute or severe chronic liver diseases, Dubin-Johnson syndrome, Rotor syndrome. History, during pregnancy, of idiopathic jaundice or severe pruritus. History of herpes gestationis. Mammary or endometrial carcinoma, or a history of these conditions. Abnormal vaginal bleeding of unknown cause. Deterioration of osteosclerosis in pregnancy. Pregnancy.

Precautions The following conditions require careful observation during medication: a history of severe depressive states, varicose veins, diabetes, hypertension, epilepsy, otosclerosis, multiple sclerosis, porphyria, tetany, disturbed liver function, gall-stones, cardiovascular diseases, renal diseases, chloasma, uterine fibroids, asthma, the wearing of contact lenses, or any disease that is prone to worsen during pregnancy. The deterioration or first appearance of any of these conditions may indicate that the oral contraceptive should be stopped

Reasons for stopping medication immediately include the occurrence of migraine, exacerbation of pre-existing migraine and any unusually frequent or severe headaches. Any kind of acute disturbance of vision, suspicion of thrombosis or infarction, significant rise in blood pressure and jaundice. Clear exacerbation of conditions known to be capable of deteriorating during oral contraception or pregnancy. Oral contraception should be stopped six weeks before elective operations and during immobilisation, for example, after accidents. Stop at once in pregnancy.

Side effects Nausea, vomiting, headaches, breast tension, changed bodyweight or libido, depressive moods and chloasma are occasional side effects

Packs 21 tablets (£0.80 trade)

Supply restrictions Prescription only

Issued May 1980

AFTER A SUCCESS
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shelf. BEECHAM TOILETRIES won't



SUCCESSFUL RELAUNCH, QUICKLY TAKING OFF

When we recently relaunched Macleans, the sell-in broke every toothpaste sales record.

And now, to boost that record, we're offering up to 8p off a follow up.

So please don't be too surprised when Macleans sales start moving up like a rocket. **BEECHAM TOILETRIES**



not left on the shelf. **BEECHAM Macleans LTD**

Gibbs

with **FLUORISTAN**

Management principles for private pharmacists

4. Marketing concepts and practice

by Eric A. Jensen, BCom, MPS, MInst M, FIPharmM

Selling and selling techniques are but one constituent of marketing, but there are still retailers who tend to regard marketing and selling as synonymous. This can be inhibiting, and especially so in retail pharmacy in view of the ethical constraints on selling methods and advertising. It can therefore be valuable to consider the fields embraced by marketing and examine to what extent they can be covered by the general practice pharmacist.

Marketing is a management process concerned with the efficient and profitable satisfaction of consumer requirements which have been identified, anticipated and sometimes created by the activities of this marketing process. Marketing is involved in persuasion and with prediction; it requires one to look beyond the technical aspects of pharmacy and to combine these with an additional dimension.

Internal and external angles

Before turning to the various disciplines included in marketing we should stress that a study of marketing is important to the retail pharmacist from what we can term internal and external angles. *Within* the pharmacy we can profitably employ marketing ideas to promote our business both dispensing and non-dispensing, while *outside* we should analyse carefully the marketing methods of those trying to persuade us to stock their products.

When any product is offered to us we should not be so pre-occupied with questions of efficacy, discounts, etc, that we fail to inquire about the test marketing, if any, carried out by the manufacturer. Test marketing is a crucial element in market research, market research is a vital part of marketing and marketing is a key function of management. An investigation some years ago suggested that only about 3 per cent of laboratory ideas result in successful products, and that only about half of the new products in the consumer goods sphere succeed. When a product has been subjected to a full test market prior to general launching the chances of success rise to around 95 per cent.

A test procedure might not prove that a new product will be a success but it can usually indicate when it will almost certainly fail. Before you invest substantially in any new product, wisdom dictates close questioning on the test marketing, if any, which has preceded the attempt to place it with distributors. In

the absence of a satisfactory reply one could question whether the risk to be taken in purchasing is justified by the profit margin offered, by the merits of the item, etc. Even if the inquiry evokes a satisfactory response it is still necessary to ask oneself whether one's own market is likely to follow the general pattern and then to seek information on the amount and type of advertising to be undertaken.

Marketing within the pharmacy, within the control of the owner, includes decision-taking on such diverse matters as selling techniques and appropriate training, packaging of "own name" products, display, pricing policy, publicity, the building up of the desired image of the pharmacy in the eyes of actual and prospective customers. Detailed attention should be given to choice of colour schemes, to consistency between labels, stationery, fascia-board lettering, all printed matter, overalls and so forth.

The aspects referred to need to be related to a framework of pharmacy law and ethics, to the economics of the individual business and of pharmacy broadly, and to the management by objectives principles of co-ordination, goal setting, staff-involvement and responsibilities. The structure of the concern however small or large this may be, must ensure that someone is specifically responsible for marketing and for bringing into harmony the purchasing, finance, personnel and marketing functions.

Using available information

Market research can be conveniently divided into two main sections, desk research and field research.

Desk research is work which can be carried out in the office and is designed to enable a proprietor to use information available from internal data such as the accounts, the sales records, lists of credit customers, notes of special requests or of complaints received. This data can be supplemented by matter from sources such as the trade and professional Press, from interfirm comparisons, etc.

The scope of field research will vary with the type of pharmacy; at its most narrow it will call for answers to questions about the size and composition of the population within the immediate area of the business. At its widest, for example, with a pharmacy engaged in postal selling, the whole country or world would require investigation.

The first step is therefore to define the drawing area and then to obtain rele-

vant information on present and on future demands that can be profitably met. The use of customer panels, of questionnaires, the analysis of passers-by and of clients by age, sex, etc, should not be neglected. Surveys might be carried out by specially trained staff, or outside consultants in the field might be commissioned; in each case the ethical constraints peculiar to pharmacy must be borne in mind so that no advertising element contrary to the code of ethics is introduced.

The size of the drawing area must be linked with the type of goods and services being offered. The situation could be vastly different between, for example, the late-opening pharmacy attracting clients from several miles and the pharmacy observing the conventional hours of service. Similarly one can contrast the "medicines only" pharmacy with that highly diversified into non-pharmaceutical products.

Marketing tenets

Three tenets of marketing are that:

1. Marketing effort should be concentrated on profitable products.
2. New products and new markets should continuously be developed.
3. Declining products should be eliminated from stock.

When we study these from the viewpoint of the pharmacist we see that they call for modification before we can apply them, and that the degree of this modification will be related to which portion of our business is considered. A sharp difference at once is apparent as between our dispensing function and our other activities.

As regards tenet number 1, the products we deal with in dispensing are decided upon for medical reasons and usually by another professional, the doctor. Concentration is on the goal of serving the patient, although it is conceded that the *total* "marketing" effort should result in a profit; whether or not it will do so hinges on the balance between the pharmacist and a monopsonist "customer", that is the State.

As to tenet number 2, few if any private pharmacists are in the position of developing new products, and the expansion of the market for dispensing cannot be achieved by the normal methods but only by a watered-down version. The emphasis is on service as the prime marketing factor deciding which pharmacy receives the prescriptions, but there is no prospect of increasing total "sales", total number of prescriptions: the effective marketing pharmacist will influence the direction scripts will take from the surgery.

Tenet 3 can be more readily applied in the dispensary, and stocks of products falling into disuse can be reduced; elimination is not so easy, and once again the pharmacist frequently has to place service considerations before strict marketing sense.

Continued on p829

Why will only 95% of the population see the national TV launch of Head & Shoulders New Greasy Hair Formula?*



Now Head & Shoulders, the best selling shampoo in the UK, introduces a new variant specially formulated for greasy hair. So now, Head & Shoulders caters for all hair types.

New Greasy Hair Formula has already achieved remarkable success in test market with high trial levels plus excellent repeat purchase.

National TV campaign means 50% extra spending. 95% of housewives will see announcement advertising again and again – from May right through till August.

All this plus Head & Shoulders strongest ever promotional package means New Greasy Hair Formula is sure to repeat its amazing test market success nationwide.

***Because 5% of the population don't have TV sets.**



THE FOUR NEW FACES OF WISDOM.

In the area of toothbrush design there is no greater name than Wisdom, the brand leader that sets the standard.

And now Addis present the Wisdom Mouth Master range. Four new brushes combining the most advanced specifications of the dental profession with the expertise and quality gained from 200 years in oral hygiene.

The Mouth Master range incorporates:

Multi-tufted, flat-trimmed heads for more effective plaque removal.

End-rounded nylon filaments to avoid soft tissue damage.

Round-head shape for greater mouth protection.

There are three sizes:

Mouth Master Major

With four-row brush head of a size suitable for the average user.

Mouth Master

Smaller three-row head, ideal for those who have smaller mouths.

Mouth Master Minor

Designed for children and for people who prefer to use the smallest head size.

And...

Space Master

Goes where conventional brushes cannot reach. Four tapering tufts ensure a much gentler action on the gums and easier access between the teeth.



To complete your oral hygiene kit, you should also stock Wisdom Dental Floss and Dis-Plaque Disclosing Tablets.

Maximise your presentation of all the Wisdom oral hygiene products with a compact Mouth Care display stand.

Finally, you should hear what Dame Edna Everage has to say about Wisdom toothbrushes.



For, in this, Addis's Bicentenary year, Wisdom is being promoted through a £300,000 national television campaign featuring international megastar Dame Edna Everage.

Tremendous consumer demand for the entire range is expected in 1980.

So, make sure you are ready.

Wisdom, the brand leader in mouth care.

WISDOM[®]
MOUTH MASTER

Growth, but profits poor for Kingswood

Kingswood chemists, the UK retail chain with 121 outlets, continued their growth in 1979 with a 30 per cent increase in sales (turnover £17.1 million), but the profit rise is described as "modest" in their parent's annual report—Booker McConnell Ltd. A substantial wage award and the "continued postponement by the Government of a realistic adjustment to NHS prescription remuneration" were blamed for the poor margins.

Pre-tax profits for pharmacies and health products were put at £2.5m—up 16 per cent—but most of this is attributed to Booker Health Foods whose margins were improved on a total sales increase of 19 per cent (turnover £38.3m). The health foods division consists of the Holland & Berrett retailers and a wholesale sector—wholesaling of Healthcrafts dietary supplements and Allinson wholewheat flour were particularly improved.

Booker McConnell group results were reported in *C&D*, April 5, p602.

R & C '79 highlights

Lemsip and Disprin were particularly successful for Reckitt & Colman in the UK last year and led the "excellent

year" reported for their OTC products (*C&D*, March 29, p546). The "more restricted progress" of ethicals was brightened by the progress of Flenac, their anti-arthritis compound, and Temgesic, an analgesic which they say has shown considerable potential. Arrangements are now in hand for the registration and future launch of these products in "major overseas markets". Pharmaceutical sales in the UK rose by £4.4 million to £30.3m.

Reckitts annual report also confirms a satisfactory year for their household and toiletry division, with oral hygiene products performing particularly well and the promise given of more products being launched in this field following the successful introduction of Steradent Deep Clean. The relaunch of Supersoft hair products contributed towards their increased distribution of hair care items, and brand shares increased. Cleen-o-Pine, Harpic products and Mr Sheen all had a "good year".

The food and wine division reported "major advances in sales and market shares" of both Robinson's baby foods and soft drinks.

Overall results were not so encouraging. Worldwide sales of pharmaceuticals rose £3.7m to £63.6m but pre-tax profits on these sales fell by nearly £1m to £7.5m. This pattern was followed throughout the company's operations, with small increases in sales met by profit drops—resulting in a £10m fall in overall pre-tax returns. The board have not forecast an easy 1980.

Bristol-Myers say finances strong

Bristol-Myers Co say they continue to be in a very strong financial position, despite describing 1979 as a "turbulent year for the world economy".

Pharmaceutical and medical product sales are said to be growing at a faster rate than any other segment of their business and this division remained the largest of their operations—accounting for 34 per cent of their total sales and 38 per cent of profit. The division's sales showed an increase in 1979 of 15 per cent, and operating profit of 12 per cent—the operating profit margin remained at a high level of 18.7 per cent. The continued growth of the international antibiotic market, a strong performance in the domestic anti-cancer drug field and "excellent gains in worldwide markets for medical and dental products" were all said to have contributed to the division's growth.

Toiletries and beauty aid sales increased 11 per cent, compared to 3 per cent in 1978, and operating profit was up to 6 per cent from 4 per cent.

The non-prescription health care segment recorded a 13 per cent increase in sales while its operating profit showed the highest improvement of all areas, increasing 17 per cent—the most significant impact being in the sales of nutritional products.

For the future, Bristol-Myers say they are developing new products in the fields of cancer chemotherapy, prescription analgesics, hypertension, and other cardiovascular diseases and central nervous system disorders. They also hope to announce, in the near future, products concerning core antibiotics and ethical dermatology.

Worldwide, Bristol-Myers had record sales of \$2.7bn (up 12 per cent) and earnings of \$231.5 million (up 14 per cent).

Glass export boost

Beatson, Clark & Co Ltd manufactured 12 per cent more glass containers than in 1978, the chairman, Mr David B. Clark, states on the report for 1979. Export sales were a record in both value, up from £5,484,000 to £6,061,000, and in volume and claims to represent over half of the direct exports of glass containers from the UK.

Taking home and export sales together, 2 per cent more bottles were sold than in 1978, although the company did not achieve the 10 per cent increase which had been the original objective. This level of activity together with major increases in fuel and raw material prices and lower margins on exports, are said to be the principal causes of the fall in profit before tax from £2,381,000 in 1978 to £1,617,000 in 1979 which is in line with the estimate indicated in the interim.

For 1980 authorised capital expenditure will exceed £2,000,000.

Management principles for private pharmacists

Continued from p826

When we survey the non-dispensing sector it is apparent that the three marketing tenets can be more stringently applied. It is good commercial sense to devote effort to marketing profitable lines rather than to the unprofitable, yet unless close investigation is undertaken there can be doubts as to which are in fact the products worthy of concentrated effort. Before we can begin to apply the tenet we must define what we mean by profitable—are we thinking of return on capital, of a percentage or of an amount of cash? What view is to be taken of products which are not profitable *per se* but which are an essential part of a total "mix" (in marketing jargon), which results in profit?

Once again we meet the fact that pharmacy is different from so many other occupations in that it tends particularly to be a blend of the profitable, the less profitable, and the unprofitable, where ruthless elimination of the unprofitable can also remove the profitable. Tenet 2 is perhaps the key to success in the non-dispensing part of a pharmacy. The innovators in retailing, as in manufacturing, are most likely to make the highest profits, but there is a caveat.

Innovation, the adding of new ranges of merchandise to our business, the exploration of novel fields, must be soundly based on detailed market research, on information supported by judgment. Profits are the reward for risk successfully accepted, yet unnecessary risk should be avoided; the retail pharmacist's equivalent of a manufacturer's test market could be a consumer panel.

The principle or tenet of removing declining products from stock can be more rigorously practised with counter lines than with dispensed products, but marketing teaching advises that the reason for any decline be sought before any premature decision. Some cases are clear, for example, where a product had been superseded by another which is technically superior, but sometimes sales of an article fall because of inefficient marketing methods, inadequate display etc.

Marketing is not an exact science, but a mixture of art and science; it must be founded on the maximum amount of factual data combined with the ability to take a calculated risk, risk being inherent in any attempt to forecast human behaviour.

APPOINTMENTS

Potter & Clarke Ltd: Mr E. H. Ford has been appointed company secretary.

Johnsen and Jorgensen Ltd: Mr Peter Halliday has become sales and marketing director.

Johnsen & Jorgensen (Plastics) Ltd: Mr David Wheeler has joined as export sales manager.

Jeyes Ltd: Miss Nichola Stewart has been appointed sales communications manager.

F. Longdon & Co Ltd: Mr Gordon K. Leake has been appointed managing director.

Bristol-Myers Co Ltd: Ms Anne Casey has been appointed brand manager for Clairol's hair colourant, Clairesse, and Born Blonde lightener and colourant.

Smith & Nephew Associated Companies Ltd: Mr Kenneth R. Kemp, the group chairman and former finance director,

has for the time being undertaken the responsibilities of the group finance director following the resignation of the previous incumbent.

R. P. Scherer Ltd: Mr Roy J. Collins has been appointed managing director and Mr Stewart R. Maconochie, marketing director.

Lastonet Products Ltd: Mr Terry Chynoweth, chief accountant of Lastonet Products Ltd, has been appointed a director.

Paul Murray Ltd: Mr Christopher Onions joins the sales division. He will be responsible for retail sales in the West and South Midlands.

Ortho Pharmaceutical Ltd have appointed Mr Ian McBeath as national sales manager. Mr McBeath was formerly marketing services manager at Beecham Pharmaceuticals Ltd.

Ernest J. George & Co: Mr B. E. Catrall becomes representative for Yorkshire, Co. Durham and Northumberland.

Mr Catrall was previously area sales manager in the North East for Vestric.

Scholl (UK) Ltd: Mr M. Steinle has been promoted to marketing manager, from group product manager. He joined the company in 1975. Mr A. Chater, previously brand manager, is now group product manager, footcare, and Mr S. Soden has been promoted to group product manager, sandals.

Fujimex have announced the following field force changes: Andy Toshack (N Ireland, Scotland & N E England); Danny Williams (N England and N Wales); Richard Dash (S W England, South and mid-Wales and W Midlands); Alan Banfield (E Midlands, E England and Channel Islands); Eon Carlyle (London and S E England).

British Tissues Ltd: Mr David Scurr has been promoted to consumer marketing director from general marketing manager. Mr Jeffery Bartlett has been appointed product group manager (toilet tissues) and Mr David Lowrie product manager (kitchen towels). Mrs Linda Backhouse becomes marketing assistant (facials and kitchen towels).

Braun Electric (U.K.) Ltd: Mr Howard J. Atkins is now deputy managing director. Mr Atkins joined Braun UK as sales director in January, 1979 and was previously with Braun's parent company—Gillette. Mr Atkins will continue to have overall responsibility for the sales operation of both appliance and photo businesses.

Diversey Ltd: The following management changes have been made. Mr Alan Ashforth, sales and marketing manager; Mr Richard Collier, director (commercial development); Mr Brian Toney, marketing manager; Mr Barry David, general sales manager; Mr Lou Frank, deputy sales manager; Mr Alf Taylor, sales manager (on-premise-laundry division); Mr Brian Harris, director (new ventures); Mr Dave Hillyard, technical services manager; Mr Bob Hamblin, field technical services manager; Mr Rob Quittendon, lab services manager.

Briefly

John C. McClellan's pharmacy at 429 Aberford Road, Stanley, near Wakefield, has been taken over by Lellan Ltd. The address remains the same until early June, when the business will be transferred to The Health Centre, Lake Lock Road, Stanley, WF3 4HS.

Schering AG, West Germany's fourth largest chemical company increased group sales by 21.4 per cent to DM2.7bn in 1979. Turnover this year has risen at a faster rate than planned, they say.

Hoechst AG, the largest chemical company in West Germany, had a record year in 1979, increasing pre-tax profits by 40 per cent to DM1.76bn, and first quarter results for 1980 have continued this trend—Group sales rising 13.6 per cent and profits 38.3 per cent on comparable 1978 figures. Hoechst UK recently reported a 15 per cent fall in taxable profits (C&D, March 29, p546).

Wherever they're going they'll come to you first for



Carmil—their passport to a carefree holiday

Carmil

TREATS AND STOPS DIARRHOEA

FOR USE IN "GASTRIC FLU"
COLIC, GASTRO-ENTERITIS,
MILD FOOD POISONING,
HOLIDAY "UPSET TUMMY"

SHAKE THE BOTTLE

Ex-Lax Ltd. Wokingham, Berks.
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Carmil—your route to BIG SALES

Holidays ahead can mean big potential sales for you—with Carmil, the soothing answer to holiday "tummy upsets".

Based on the proven formula of pectin, kaolin, morphine and atropine methonitrate, Carmil is effective and easy-to-take (it comes complete with a 5ml dosage spoon).

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DON'T MISS THE BIG PRE-HOLIDAY DEMAND

Now is the time to pack your shelves. And there's no better time because we're offering

A SPECIAL BONUS
Every SIX ordered invoiced as FIVE!

From wholesalers or contact Ex-Lax direct at:
Ex-Lax Limited, Fishponds Road, Wokingham, Berks RG11 2QD.
Telephone: Wokingham (0734) 790345.

The platform for the tube.



Throughout 1980 we'll go on putting across one basic proposition in our advertising to denture-wearers.

Our platform is this: Dentu-Creme is the best way of removing plaque from dentures.

And as plaque is a major dental health concern, Dentu-Creme will be selling faster than ever.

To make sure it goes on growing at a dynamic rate, we'll be increasing our spending to an all-time high.

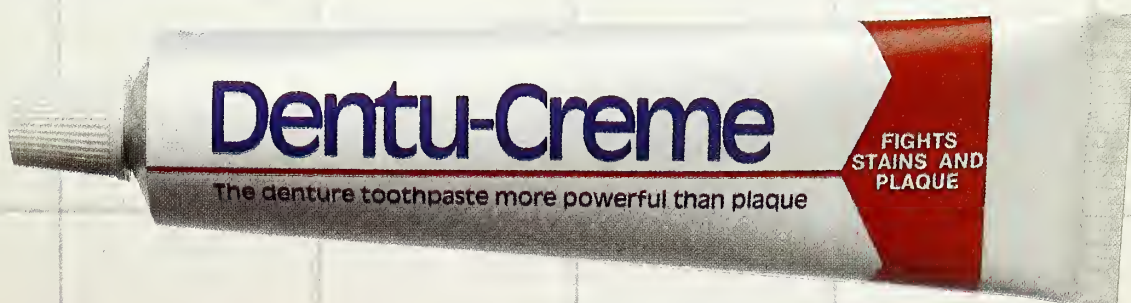
On a colourful new press campaign that'll reach 96% of all denture wearers.

On special promotions that'll be irresistible to you and your customers.

Ask your Stafford-Miller representative to give you the details.

And we'll also be giving better value and a higher return than ever – with new giant-size packs being made available throughout the country, later this year.

Remember, you're on the right line with Dentu-Creme.



The only toothpaste made specially for denture-wearers

When alternative employment is offered

by a barrister

There are circumstances where an employer wishes to change an employee's job. It may be that the work for which the employee was taken on has fallen off and rather than sack the individual, alternative employment is offered. Or, an employer may be taking over a business and wishes to retain existing employees but on other work.

In both these circumstances, technically speaking, a redundancy has occurred. In order to avoid making a redundancy payment the employer should set out the terms and conditions of the new job in writing and hand this to the employee concerned. If he refuses the new employment, then the employee will not be entitled to a redundancy payment unless his refusal is reasonable. Whether or not he refused the new job reasonably will be a matter for the Industrial Tribunal to determine in the light of the circumstances of the individual employee.

There is a half-way house in all of these circumstances. Both the employer and the employee can agree to a four-week trial period. If during that period the employee decides to leave he does not lose his right to redundancy and if the employer wishes to get rid of the individual he may have to make a redundancy payment, but it is unlikely he will be caught for an unfair dismissal compensation payment which would have cost him much more.

The safest course, nonetheless, in all of these circumstances is to get an agreement, however informally, with the employee that the change in the work and conditions are agreed by both parties—a note in writing to this effect should be made.

Compensation rates

New rates of compensation in respect of redundancy payments and unfair dismissal came into force on February 1. At the same time a new minimum was imposed to be paid under the guaranteed wages scheme.

Concerning redundancy payments, the maximum amount of weekly pay that is taken into account for the purposes of calculating the payment has been raised to £120. This means that an employee, who is declared redundant, and has his redundancy payment based on his years of service, age and weekly wage, cannot receive more than a payment based on 20 years' service and a wage of £120. This makes the maximum redundancy payment to any individual £3,600 of

which 41 per cent is recoverable by the employer from the central redundancy fund.

In respect of unfair dismissal, there is a basic compensation payable on the same basis as the calculation of a redundancy payment (with a minimum of 'two weeks' pay—although this minimum will disappear when the Employment Bill, now before Parliament, becomes law, which is thought to be around the end of this summer). In addition further compensation can be awarded depending on the circumstances of each individual case. The maximum amount that can be given under this heading is now £6,250.

The guaranteed earnings payment, which is the minimum an employer must pay to an employee if he lays that employee off from work, has been raised to £8 per day. It should be stressed that the maximum payment an employer is obliged to make to an employee is five days' pay in a quarter of a year. Of course, if an employer has a guaranteed pay agreement with the employees concerned, either directly or through an agreement with a union, and this amount is higher than laid down, then the higher amount is payable.

One of the complications arises in connection with the calculations of "a week's pay". When the wages are regular for a normal working week, this is simple enough. The weekly wage counts as a week's pay. When overtime is worked, this will not count unless there is an agreement between the employer and the employee that there will be, come what may, a fixed number of hours of overtime per week. Then this overtime pay will be counted as part of a week's pay. The same will apply to a guaranteed bonus.

When an employee's earnings are irregular because he works irregular hours or on a commission or shift or piecework basis, the average of the last 12 weeks pay is counted as the week's pay for the purposes of calculating redundancy payments. Because the calculations and the regulations are extremely complicated (running into pages of instructions) the Department of Employment should be consulted if there is any doubt.

Outside contractors

The majority of businesses, at one time or another, have occasion to bring in outside contractors to work on the premises—there may be a need for builders, plumbers, electricians or other

contractors to perform certain work.

Concerning responsibility at law for the safety of these people when they come on to your premises it should be stressed that as far as the work to be carried out is concerned, the contractor holds himself out as a skilled person able to do the work in an efficient and safe manner.

He is also responsible for the safety of his own employees while they are doing the tasks allocated to them. For example, if a firm of electricians is re-wiring your premises, it is that firm's responsibility to see that the wiring is installed safely and that their employees are doing the job in a safe manner. If one of their employees is injured because he has been instructed wrongly by the firm then the firm, and not you, is liable.

Your responsibility only extends to warning the contractor and his staff of any dangers or risks that you know about or ought to know about. If, for example, a part of your flooring is in poor condition, you are under a duty to give proper warning, but as far as the work itself is concerned that is the sole responsibility of the outside contractor. As a safeguard, you should check to see that at the very least he is insured against his own negligence or the negligence of his staff. This is because if a third party is injured on your premises as a result of faulty work by the contractor, although he may be liable, you might have to meet the bill if, for some reason or other, he is unable to pay and there is no insurance cover in the background.

Accountant expenses

Fees and payments to accountants for preparing accounts and agreeing the tax liability are allowed as a business expense. However, should accountancy fees be incurred in a matter concerning "back duty" these are not allowable.

The Inland Revenue are now conducting, on a sample basis an in-depth examination of companies and businesses to discover tax evasion. The accountants' fees for this work will normally be allowable for tax purposes. However, if the Inland Revenue's investigation reveals discrepancies and liabilities for earlier years then the accountancy expenses for the in-depth investigation will be disallowed.

Management course

This year's Institute of Pharmacy Management International course will be held at Brighton Polytechnic short course unit, Eastbourne, East Sussex, September 6-11.

Part 3 of the "Management development programme" will cover "finance and costs" (fee £150). Attendance at any three different modules qualifies Institute members for an IPMI diploma; members may join at any one of a series of modules being held. Application forms are available from Mr Eric Jensen, 39 Withean Crescent, Brighton BN1 6WG.

Brevia is now in better shape than ever.



New shape Kotex Brevia pant-liners get £400,000 relaunch.

New shape Kotex* Brevia* pant-liners get £400,000 relaunch. Kotex are relaunching a new, natural-shaped Brevia—in a new pack, too.

We're backing our new shape with over £400,000. So sales will be greater than ever.

So stock up now and see for yourself how our new shape will put your sales in better shape than ever.



Kotex ★
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Chemist & Druggist 833

HOW TO PUT YOUR ANTI-PERSPIRANT PROFITS BACK 5 YEARS.

Remember the profits you used to make in this market?


Now New Sure Super Dry will bring back your customers to the high profit aerosol.

Sure is the most effective aerosol they can buy. More effective than most roll-ons.

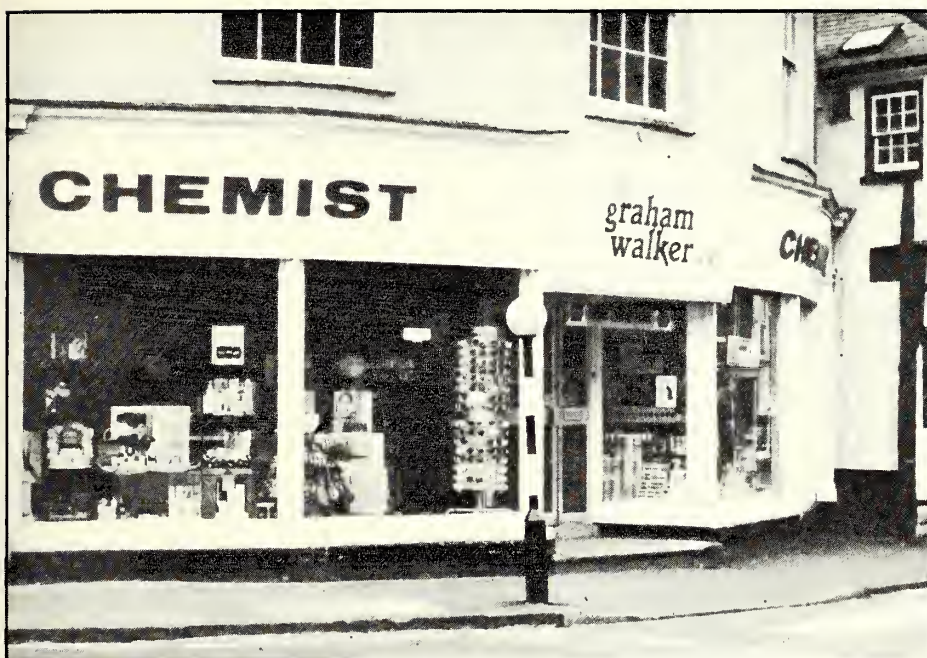
Sure has PCA, an exclusive new anti-perspirant ingredient.

Sure will spend £700,000 on a stunning new TV and magazine campaign this summer.



 The brands that mean business.

NEW SURE SUPER DRY. YESTERDAY'S PROFITS TODAY.



The exterior of Graham Walker's premises in Hall Place, Spalding, Lincolnshire

One man's way to manage cosmetics

Part 1: How I got involved

by Graham Walker, BPharm, MPS, AMBIM

For some years now I have been writing a sketchy annual review of the performance of the cosmetic and fragrance houses. In spite of last year's rather pallid effort, the Editor has asked me to write a series of articles outlining the way in which I believe an independent chemist can profitably exploit the beauty business. But if readers are to take my comments seriously I think they ought to know quite a lot more about me, my background and particularly my business. So I hope you will forgive me if this first article is in the nature of a premature obituary—but perhaps it might make the future articles more credible.

A growing market

So, where shall we begin? Logically I suppose at the beginning. My introduction to the fascinating world of cosmetics came in the Christmas of 1959 when as a first-year pharmacy student at Nottingham University, I was able to secure vacation employment with the Scunthorpe Co-operative Society. This organisation had an enlightened superintendent, Ronald Dixon, who had recognised that cosmetics and fragrance represented a growing market for the 1960's.

Accordingly he moved cosmetics and fragrance out of the pharmacy and opened a separate cosmetic unit in the High Street. At that time I didn't appreciate the foresight which this move

represented, but looked at 20 years later it shows the advantages of having a strategic plan for business development—anticipating trends rather than simply following them.

Thrown in at the deep end

My duties that Christmas were to assist in the cosmetic shop. I was thrown in at the deep end with six gorgeous assistants and thousands of customers—and I mean thousands! My job developed into glorified doorman and shelf filler. The week before Christmas was spent controlling the queue of customers who wanted to get into the shop—three out, three in.

The last day was spent scouring the stockrooms trying to find something to sell to the swelling numbers of fragrance-hungry customers. Believe it or not, when we closed the doors finally on Christmas Eve we did not possess a single saleable item of men's or women's fragrance! Absolutely stripped bare of stock!

So that's where I came into this game 20 years ago and I spent three very happy Christmases working with those lovely girls.

After graduation I did my pre-registration training at Scunthorpe Co-operative Society under the watchful eye of Donald Ross, at that time pharmacist-in-charge but currently managing his own

pharmacy at Bourne in Lincolnshire, then miles from my own—in between being a member of the NPA Board, the ICML Board and the PSNC. However, I think even Don would agree that during my year under his supervision I learned more about motor cars and the foibles of the opposite sex than I did about how to manage a pharmacy efficiently.

Then followed one year as manager of one of the society's smaller branches where Max Factor ruled the roost. I well remember the excitement that we had when Jonquil by Max Factor was launched—it went like a bomb then but you couldn't give it away today.

Sent to business school

But branch management didn't seem quite my scene so I persuaded my society to spend a small fortune on sending me to business school at Loughborough for two years to develop the skills of general management. That was an experience for which I shall ever be grateful and it later enabled me to be elected one of the few pharmacists who are full members of the British Institute of Management.

On my return to Scunthorpe at the tender age of 24 I was appointed personal assistant to the chief executive of the Co-operative Society, which at that time employed 1,250 staff. My experience in that post would fill a book and ranged from selling a petrol station for £750,000 and relaunching our chain of 40 super-markets, to "asset-stripping" a nearby society on the verge of bankruptcy.

My only contact with cosmetics came when my chief executive, who had friends in high places (the late, talented Tony Crossland, to name but one), decided he wanted to give evidence to the Restrictive Practices Court against the maintenance of RPM on cosmetics.

Like all good chiefs he delegated the responsibility for preparing his evidence to his personal assistant. The problem arose that when I examined the case I found there was an even stronger argument for the maintenance of RPM. It seemed to me that the only way in which the consumer was going to have access to a wide range of slow-moving cosmetics was to maintain the margin on the fast-moving. Oddly enough, in spite of RPM being abolished, it is still rare to see regular price cutting of cosmetic manufacturers' recommended prices, even today, 15 years later.

Advertising campaign

But my chief remained undeterred and on the day RPM was abolished we started a massive advertising campaign for our cut price Crème Puff, Coty L'Aimant and Yardley talcs and minisprays, etc, etc, etc. The furore which our action provoked in the industry had to be witnessed to be believed, because no other organisation in the British Isles followed our lead—indeed they all seemed to be leaning on the manufacturers to stop our suppliers, which would have been illegal of course.

Continued on p836

Managing cosmetics

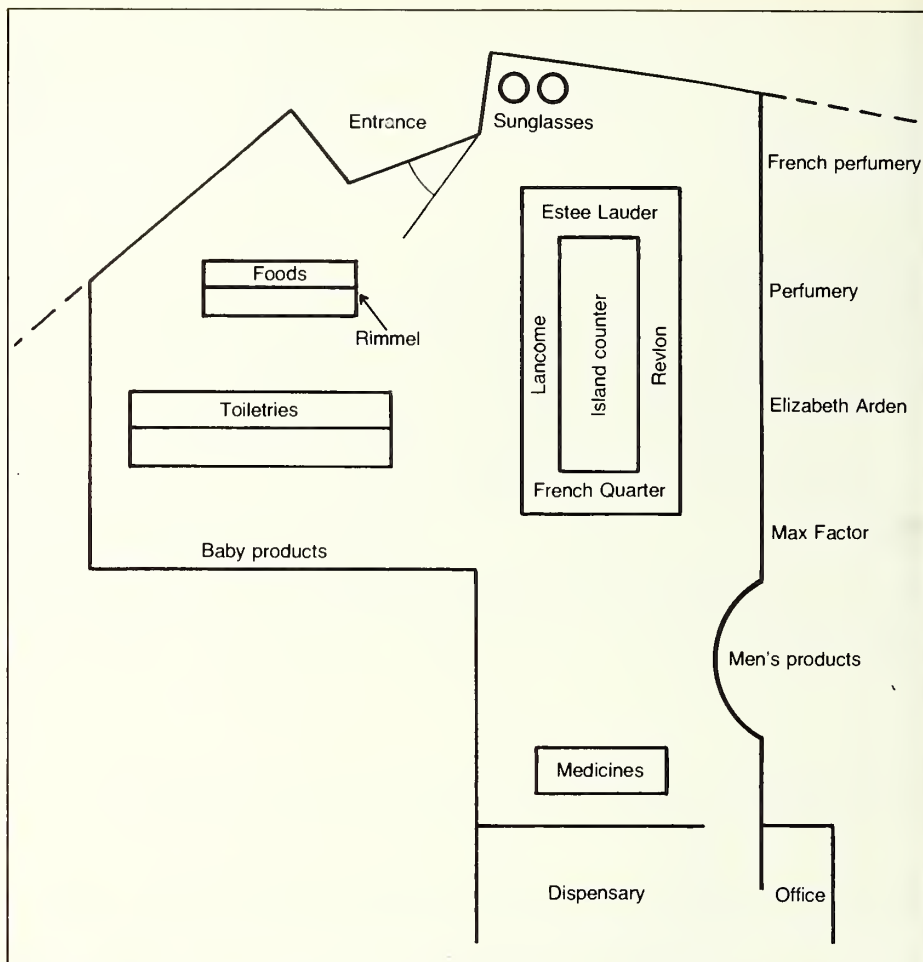
Continued from p835

However, at a series of very angry meetings we were left in no doubt that if we continued then we could expect our orders to get lost, or be accidentally misdirected or out of stock. The net result was that after a brief moment of glory we returned to recommended prices and our competitors all breathed a heavy sigh of relief.

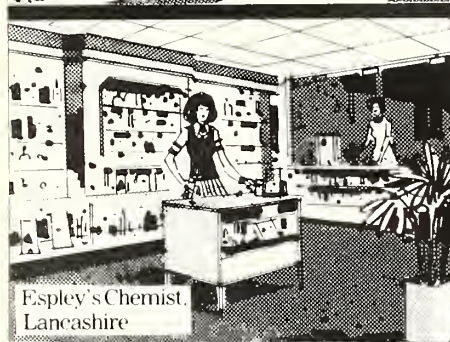
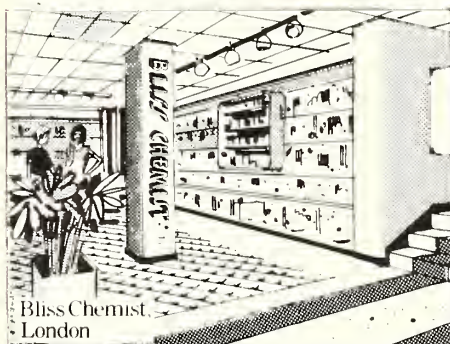
After three years in that post I was, at the age of 26, in danger of being promoted to chief executive, way beyond my level of competence. Unfortunately my board of directors believed that youth, energy, and intensive training were substitutes for the battle scars of experience in the role of chief executive.

So, quietly, I resigned and borrowed 100 per cent of the purchase price from the retiring vendor of a small secondary-sited pharmacy in the sleepy market town of Spalding in Lincolnshire. In ten years our total turnover has risen by 700 per cent and cosmetics and fragrance now account for 50 per cent of my retail sales.

How that was achieved and how I believe many independents can also achieve such relative independence from the NHS I shall try to expound in the articles that are to follow.



A diagrammatic representation of the practical layout inside the Spalding shop, illustrating Graham Walker's involvement with the sale of cosmetics



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variety to suit your taste. Whichever you choose, the purity and quality are assured so you know it's got to be the best.

Available from all leading Health Food Stores.

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Health foods

Opportunities for pharmacists in a 'potentially untapped' market

A *C&D* contributor reviews the health food scene, with particular reference to the companies exhibiting at Helfex, Brighton.

How deeply a pharmacist should be committed to health foods must depend on the locale of his or her pharmacy.

A flourishing "health" or "whole" foods shop nearby does not necessarily preclude entry by another retailer. Indeed, with a ready-educated public, complementary lines and alternative brands could do exceedingly well. Where no health food shop exists, it would probably be wiser to start out by supplementing the diabetic and slimming foods and beverages already stocked by adding items which have general appeal but which are not readily available in grocery outlets. More overtly vegetarian food items can always be added at a later date.

Suggestions are brown rice and wholemeal pastas, muesli, brans, yeast, oatmeal, muscovado sugar, wheat germ, molasses, maple syrup (expensive but the flavoured substitutes are not acceptable to everyone), honey, wine and cider vinegars, sea and other salts, salad dressing, mineral waters and *large* bottles and tins of oils such as olive, corn germ, mustard, safflower, sunflower, sesame and walnut.

Coarse or fine ground flours are offered in a profusion of varieties—strong, brown rye, wholemeal, wholewheat, rice, maize (or polenta) buckwheat are just a few—available from companies like Allinson, Granary, Harmony, Hofels, Jordans, Prewetts, Scofa and Sunwheel. There may be a refurbished mill in your locality producing a limited amount of flour; few people can resist buying something which is produced in such a fashion.

Main course foundations

Soya meat substitutes, pulses (peas, beans and lentils) and nuts are the foundation of most vegetarian "main" courses together with eggs, cheese and milk for the less strict. Green (or grey) lentils are not easy to find in grocery outlets nor are nuts such as cashew, hazel, macadamia, pine and tiger. Even the more popular almond, walnut, brazil and peanut are usually only sold in small 2-4 oz packets (very costly if you want to buy more than 1lb) and cashews and peanuts are usually salted. The large packs offered by health food companies could fulfill a real need.

Some people may prefer Mapletons nut butter or the flavour of Alfonals safflower or sunflower margarines to those found in the local supermarket.

Low calorie and low cholesterol cheese spreads are made while Cheddar cheese is produced by Prewetts using a non-animal rennet.

Besides decaffeinated coffees, there are dandelion coffees (with or without added chicory) and Prewetts make an instant chicory. There are almost as many herbal teas and tisanes as there are plants in the garden, some of the more unusual being mixed fruit, green buckwheat and comfrey. Mineral waters, too, are often neglected.

Most popular lines

Because of the variety and length of product lists in this field it would, as D. J. Hampson, Potter's sales director, says, be impossible for pharmacists to stock anything but the most popular company lines. Most companies who have written to *C&D* say they would be pleased to help and advise any chemists wishing to enter this field by indicating, for example, which of their particular lines sell best in chemists and in which locality.

In most areas, except notably the herbal cigarette market, the chemists' share of "health food" business is small but growing steadily and, as Booker

Health Foods say, "Development in the grocery field is limited, as the majority of health food products require specialist attention . . . (development) is more likely through chemists than would be possible through grocery outlets. The main opportunity remains with those retailers who wish to specialise in the sales of health foods."

At Helfex, Booker are staging a trade development bureau to advise and assist any retailer wishing to develop sales.

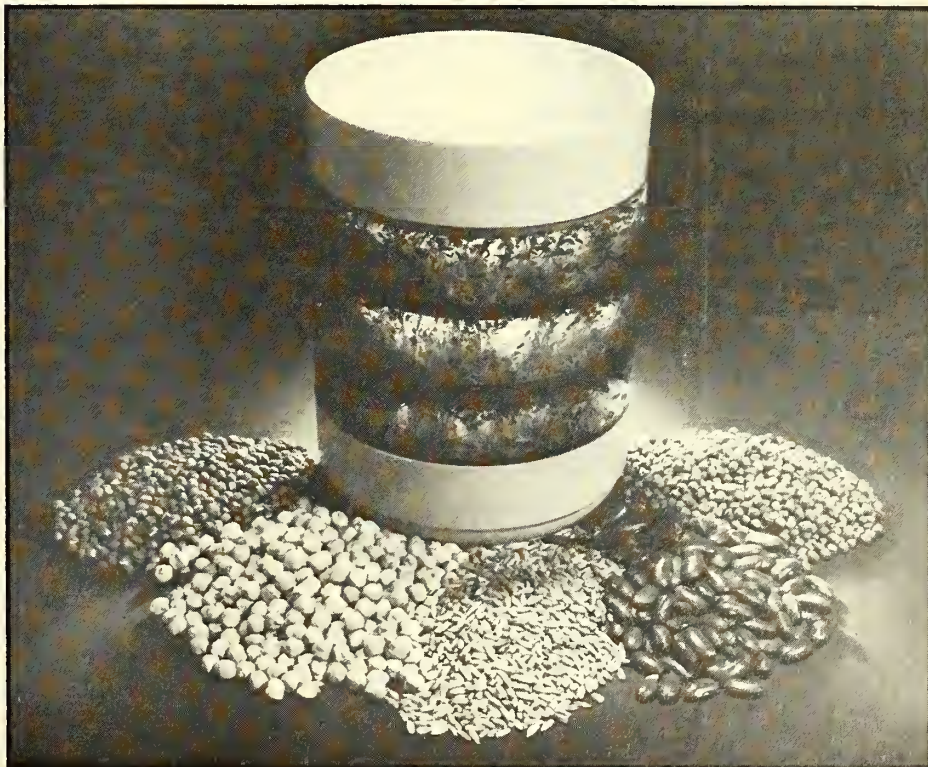
It is difficult to place an accurate figure of distribution but most companies would probably agree with Booker's "best estimate" of 20 per cent through pharmacies and 80 per cent through specialist health food outlets. This company (which has a large investment in the business, including Brewhurst, Allinson, Heath & Heather, Healthcrafts) estimate the size of the UK health food market at £65m rsp for 1979: this figure excludes sales of their Allinson brand through supermarkets.

Larkhall Laboratories say that if Booker continue to dominate the health food trade chemists may well increase their share of the market but if the "giant's stranglehold" is broken and more competition arises then there will probably be a development of specialist health food stores from 800 to nearer 2,000.

Larkhall, who estimate the total mar-

Continued on p840

Ambig's salad sprouter (see p840)



Health foods

Continued from p839

ket at £70m rsp, say that pharmacists should concentrate on genuine health food products such as gluten free foods, items for food allergy sufferers and other sick people. They also recommend that pharmacies should carry vitamin and mineral supplements but not effervescent vitamin tablets which, according to Larkhall, are "too chemical in composition".

Modern Health Products feel that the present 95 per cent domination of their production by health food trade outlets could be changed if more chemists took advantage "of what is an almost untapped potential".

To anyone planning to go into the health food business, Alfred Below, a director of Healthlife, says, "Whenever we are approached about the possibility of supplying new retailers, we first of all like to discuss in detail the area in which they operate and the scale of commitment they are prepared to offer".

He recommends contacting Mr Tom Thackray, northern sales manager who also covers Northern Ireland, or Mr David Smith, southern sales manager, who can give advice on the type and amount of products to stock initially.

Ambig are introducing bean seeds for growing sprouts in their previously launched compact and colourful window-sill containers. The Magic Mixture seed pack holds four varieties of bean seed—Shanghai, Harvest, Rainbow and California—in kitchen jar-shaped blister packs on illustrated cards which give details for cultivation. The cards (£0.39 each) are offered to stockists in cases holding 24 cards. At Helfex, buyers placing orders will become eligible to "win an incredible cash prize".

The Salad Sprouter (£4.95, six pack case) was introduced just over a year ago and, say Ambig, is proving to be a best seller with "wholesale prices so low you could double your profit margin". The seeds grow in a tier of shallow trays and each unit comes with a free instruction and recipe booklet.

Ambig also offer a self watering seed raiser (£4.95, six-pack case) which operates like a miniscule greenhouse, is fitted with a capillary action wick and comes with a sachet of Perlite compost and an instruction booklet.

Windowsill-grown saladings are becoming an increasingly popular form of vegetable either used raw or in cooking, as bean sprouts are low in calories—100g contains on average 30 calories—they are attractive to slimmers as well as to health food buffs, gourmets and anyone keen on Chinese or Japanese food. Bean sprouts have a delicate nutty flavour.

Spanish rice

Spanish rice containing brown rice, red and green peppers, sweetcorn, tomato puree, herbs and other seasonings, is the latest product from Appleford (16oz, £0.60). It will be demonstrated at Helfex together with Appleford's three omelette fillings—Spanish Eggstra, cheese and tomato and mushroom. This company offers a wide range of food products covering all mealtimes and catering for the specific food requirements of diabetics, slimmers and vegetarians.

Some 65 per cent of the fruit juice and vinegar market is produced by Aspoll Cyder, says the company. Their own Aspoll organic apple juice and cider vinegar account for the major proportion of this share but they also bottle for other labels.

They recommend that pharmacists stock their most popular sizes—one litre for the apple juice and 0.5 litre for the vinegar.

Brewhurst, a division of Booker Health Foods, act as distributors for lines from some 150 companies and have a comprehensive products list which includes cosmetics and toiletries, confectionery and baking equipment as well as food ingredients and additives, finished food-

stuffs and drinks, pet foods, baby foods, pickles and chutneys. Recent additions to their range are Schweppes Coppella natural apple juice and Jordans original crunchy honey and almond bars.

Brewhurst have devised a scheme to overcome the problem of selecting products and brands from such a diverse and crowded area, a scheme which could be useful for anyone entering this field for the first time. Their package deal offers a choice of a 6 x 3ft or 6 x 6ft section plus the goods to go on the shelves. These include foodstuffs, beverages and food supplements such as multi-vitamin tablets, ginseng and seaweed. The larger pack also includes shelf labels and display material but otherwise differs only in the quantity and variety of brands and/or flavours included.

There are two recent additions to Cantassium's Rita Greer gluten free range. Jubilee muesli (500g, £1.80) is toasted with fructose, contains fibre and polyunsaturates but no grains. Jubilee flour (1kg, £1.69) for which a 50-recipe booklet is offered free for a stamped addressed envelope, is a mixture of maize, potato, rice and soya flours to which a binder and raising agent have been added.

Strictly vegetarian

Cedar Valley Foods is a new company, founded by Richard Poulton and Brian Davison (both previously with Granose Foods), to provide an "excitingly different range of products . . . strictly vegetarian and . . . (without) . . . preservatives, artificial colours or flavours".


By the end of 1980 this company aims to provide the widest range of vegetarian canned lines on the health food market. Two major distributors have accepted the Cedar Valley products though trade purchases may be made direct. Both directors have pledged to donate at least 10 per cent of the company's profits to charities operating in the field of health education.

Their initial list includes Instawheat, a breakfast cereal imported from the Netherlands; savoury bean paté (210g, £0.52) which is based on soya beans; vegetable and minestrone soups; Solnut snack bars, made from soya beans and peanut butter, in a choice of flavours—paprika or cheese-like, chicken-like and roast beef-like; and a selection of vegetable protein foods which include mock duck (braised gluten, herbs, spices), Vegetables (tender wheat protein steaks) and Linkett sausages which combine the texture of soya protein in a wheat protein recipe.


Denes specialise in veterinary herbal products and started out as a mail order only house. However, now their products


Continued on p843

**ADD
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Healthlife**

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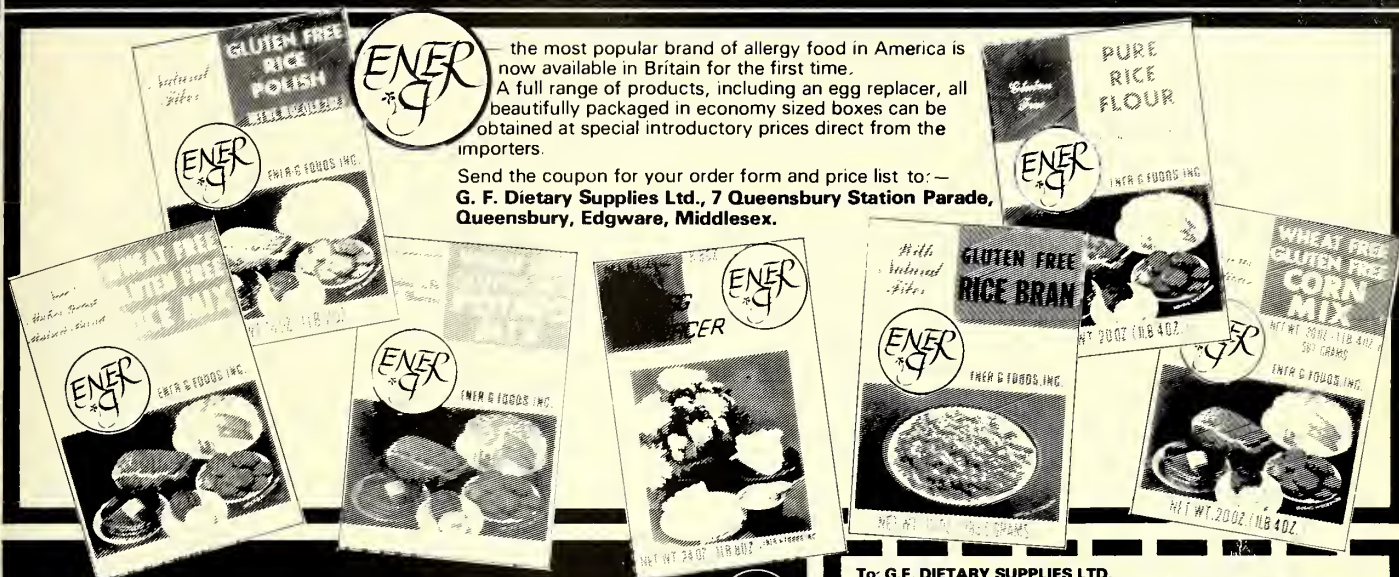


 Healthlife offer a fast moving range of health food products—a profitable addition to any chemists.

Healthlife

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Telephone: 01-951 1977/8 Telex: 21875

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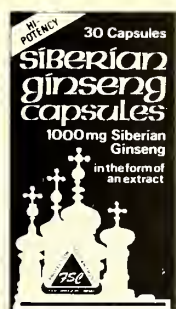
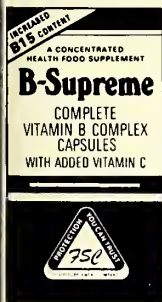
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Big profits

FSC Ginseng, B-Supreme and Vitamin E are all nationally advertised lines. There is already a substantial and worthwhile demand for these natural products. You don't have to use much shelf space to stock them. And for every £1 you pay out, you'll get £1.50 back! **You buy them in — we'll sell them out.** That's a promise!

LEADING SUPPLEMENTS



INTERESTED? For a representative to call, ring or write Gordon Amos, Health & Diet Food Co. Ltd., Seymour House, High Street, Godalming, Surrey (04868-28021). Ask for a full colour brochure and price list.

CUT THIS OUT AND WE'LL CUT YOU IN ON A HEALTHY 33 1/3% PROFIT.

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To find out how we can help, send for our special booklet with all the facts.

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Please send me your special booklet about opening a health food shop. I enclose cheque/PO for £1 (incl. p&p).

CD 17/5

Name

Address

Tel No:

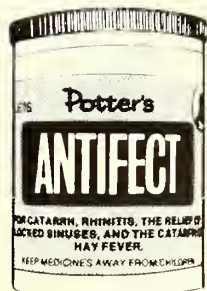
Potter's OF WIGAN

NUMBER ONE IN HERBAL REMEDIES

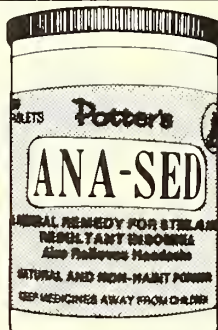
Prior to the war, herbal remedies formed the basis of the health service as we knew it at that time. The introduction of antibiotics and the tremendous technical advances in synthetic chemicals hit herbal remedies hard – seemingly beyond retrieval. But it hasn't happened like that. The problems of drug side reactions, the special concessions to herbal remedies in the Medicines Act and the growing desire of the public to be medicated by 'natural' means have combined to push up the sales of herbal remedies by a mammoth 90% over the last three years alone. By far the major part of this very large business is through health food stores and herbalists. Chemists who are looking for an extension to the lines they carry should think hard about herbal remedies. It is a fast growing market.

Potter's of Wigan are the UK's number one in herbal remedies supplied in tablet, liquid extract, dried herb and other forms. They also produce a range of proprietaries and three of the most important and largest selling ones are illustrated below. May we suggest you prove the value to your sales of herbal remedies by stocking the three mentioned? We will send you literature and, if you wish, have one of our representatives call to tell you about the market and how you can introduce herbal remedies to the best effect.

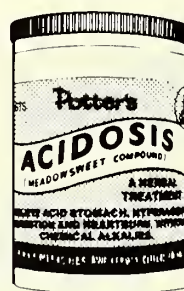
Ring 0942-34761 and speak to David Hampson.



A herbal internal antibacterial that markedly assists to relieve respiratory catarrh especially sinusitis and hay fever.



Relieves nervous tension, stress and the resultant insomnia. A safe herbal sedative which contains no drugs of a hypnotic or addictive nature.



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Are You interested?

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Made from natural oils and waxes, free from animal fats and containing a variety of bio active plant extracts which aid skin nutrition, moisturising and refining the skin to natural beauty.

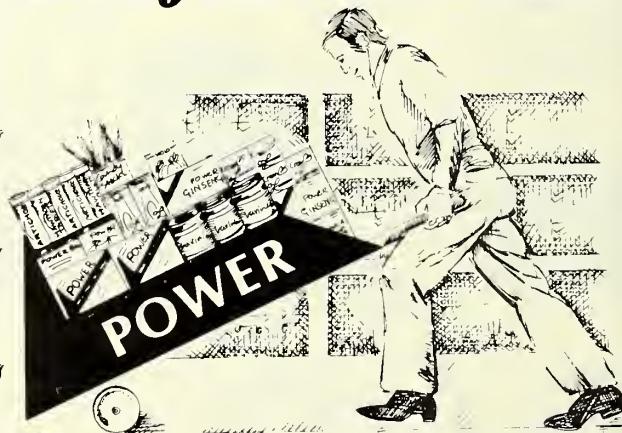
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CAN YOU REALLY AFFORD TO BE WITHOUT POWER?

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POWER HEALTH PRODUCTS LTD

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Health foods

Continued from p840

are on sale in 800 retail outlets and they have a distribution pattern of health food stores 30 per cent, pet shops 30 per cent, mail order 30 per cent and export 10 per cent. By 1981 Denes aim to have doubled their number of outlets.

Their range includes conditioning tablets, dietary supplements (for kittens, puppies, bitches in whelp and queens in kitten), a broad selection of herbal medicines and external treatments. They also make three Naturemeal dog biscuits and tinned Healthmeal pet food which contains white meats, grated carrot, natural bone jelly and comfrey. They also have free leaflets on different aspects of pet care and a 64-page guide to "Natural health for your pets" written by Buster Lloyd-Jones. Consumer advertising is concentrated on cat and dog breeder and show media, and women's magazines.

Denes suggest that pharmacies should start with their fastest selling medicines: Stage one (containing garlic), greenleaf, seaweed, nerve, elderberry and gastric tablets and all-in-one conditioner tablets. They also have some gift items such as key rings which could be of interest for the pre-Christmas sales period.

Yoghourt market

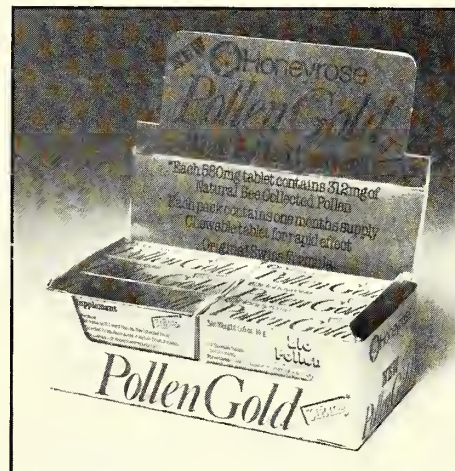
The value of the yoghurt maker market is around £70m, according to Deva Bridge, and demand is likely to increase this figure partly because of the interest in quality foods and the move away from convenience foods. During Helfex, a trade discount of 5 per cent is being given on orders placed at the show for their new one-litre and one-pint standard yoghurt makers, which may also be used to produce soft cheese.

English Grains say that Red Kooga ginseng is sold through all health food stores and three-quarters of Boots branches. They claim a 75 per cent share (£2.25m) of the £3m at rsp UK ginseng market. A new Red Kooga product will be launched at Helfex, meanwhile full page advertisements have been appearing in national newspapers in support of their consumer competition for which the first prize is a two-week holiday for two in Korea and the Far East. "Follow-up" advertisements will appear in women's magazines and "prestige" journals.

Henna shampoo is being launched by

Faith Products who are also redesigning the labels for their face creams to harmonise with the 16th century woodcut image on their hair products. In addition to their own range of skin and hair care preparations, Faith can also supply chemists wanting an own-label range with the products in bulk containers; quantities are 10kg minimum for the face cream and five litres and 25 litres for the hair products.

Health & Diet have seven "front runners"—Formula 3+6 range, Head High, GP&E, B-supreme, Waterfall and Blackstrap molasses iron supplement capsules, which are being supported in 1980 by a £100,000 advertising campaign in such magazines as *Cosmopolitan*, *Family Circle*, *She, Woman & Home*, *Woman's Journal* and *Woman's Weekly*, plus specialist health food journals. Shelf talkers are among the POS material available and a booklet entitled "Food supplements & vitamins explained" is offered to give to customers.



At Helfex special prices are being offered on orders of the two Head High dietary supplements. A small counter display unit for FSC supplements has been produced for pharmacists; each unit contains a selection of those products which are being nationally advertised this year. H&D also feel that their wholefood snacks, bran cereals and herb teas could be sold successfully through chemists.

Healthlife products are available at 900 retail outlets across the UK and the company operates a nationwide delivery service. At Helfex a multi-vitamin tablet, hair and nail protein and a crunchy oat-flakes breakfast cereal will be launched. During 1980 the company plans to spend

£50,000 on an advertising and promotional campaign to include regular advertisements in health magazines, POS material and a colour brochure.

The entire range of Health Valley products—said to be the market leaders in the US—are now being introduced to the UK by Harmony. Of particular interest for chemists are the baby foods and bran cereals. Sprouted baby cereal includes seven varieties of whole grains—whole wheat, unpolished brown rice, triticale, rye, millet, barley and oats—which are germinated, lightly roasted and ground fine before a little banana is added. Two varieties of a similar sprouted seven grain breakfast cereal for adults are offered with bananas and honey or with raisins.

Brown rice cereal for babies should be cooked before mixing with fruit. Five baby juices, in 8oz bottles, come in a choice of apricot, banana, peach or pear and all four have a base of organic apple juice which is itself the fifth variety. Non-dairy Soy Moo is a milk substitute said to contain eight times more iron than cow's milk and be particularly suitable for babies who cannot take dairy products. Soy Moo also contains all the vitamins and minerals occurring naturally in soy bean together with all the essential and some non-essential amino acids.

Natural flavour drinks

The new Health Valley natural flavour drinks, which are all made with mineral water, bring a variety of flavours to this market—old fashioned root beer (sweetened with honey), sarsaparilla root beer, G herbal root beer, caffeine-less natural cola, grape soda, honey pineapple soda and wild berry soda as well as the more familiar ginger ale and apple, lemon and orange sodas.

Harmony are also introducing Gusto, which is described as an extract of guaranazeiro tree in Brazil and "a mild guarana herb, made from the seed of the stimulant at present very popular in the USA".

Although Harmony Foods are themselves major health food manufacturers and distributors in the UK and Europe, most of their ranges are also distributed in the UK by Brewhurst, Mike King Foods and Shire Hall.

Continued on p844

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Price List on request

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01-739 3411

Health foods

Continued from p843

Hofel's Pure Foods celebrate their 50th anniversary this year. Some 60 per cent of their UK sales are through health food stores and around 15 per cent is exported. This Suffolk-based company has a factory at Woolpit, a farm in Norfolk and a horticultural and residential conference centre near Bury St Edmunds, Suffolk. Hofel's invite retailers and consumers to visit any or all of these establishments.

At Helfex Hofel's will be introducing a herbal toothpaste, a goat's milk soap, a full range of megavitamins, and Carousel, an "instant coffee-like fruit and cereal beverage". Of their existing brands, Hofel's say Garlic Pearles is "clearly a brand leader".

Cosmetic herbs

Herb Farm have produced a new line, cosmetic herbs, comprising marigold (50g) for skin care, rose petal (100g) for facial "pick-me-up and wash" and chamomile (100g) for hair rinse. They are intended for people wishing to concoct their own beauty potions. Their range of herbal teas includes lemon cup tea bags which contain hibiscus flowers, rose hips, lemon balm and verbena leaves, rose petals and lemons.

Health Food Exports' list includes Holgate's nectarine skin food and hand cream, three soups (bran, tomato and bran and vegetable and bran), and 28 honeys from Argentina to Tasmania, from acacia to wildflower—plus honeycombs, chunk honey, honey and malt, and honeycomb cappings.

Sales of herbal smoking products are currently worth around £400,000 at rrp in Great Britain, according to Honeyrose who claim a dominant 95 per cent share for their six cigarette lines. They were introduced into chemists in 1978 since when, say Honeyrose, sales have been greater in chemists than health food

stores—140 per cent up in 1979 over 1978—and that chemists now account for nearly 40 per cent of all the UK sales. The most popular cigarette is Honeyrose special, followed by special menthol. Distributors are Thomas Christy.

Honeyrose are launching two products at Helfex: Pollen Gold chewable tablets (30, £1.97), each containing 312mg pollen; and natural fruit bars (40g, £0.24) in apricot and fruit 'n' nut variants. High profit margins are claimed for both lines and advertisements in the health food and general Press will support the Pollen Gold introduction.

Sanriku extract of oyster tablets are marketed by Sumitomo in Japan, and Japanese Health Foods, who are launching this product in the UK at Helfex, say they are the only company outside Japan handling this product. They say, "In our opinion there is a continuing trend away from synthesised drugs to natural products which have the same curative or preventive actions. Most of these 'natural' products can be sold by the chemist without prescription. In Japan and other countries, there is a trend by doctors toward reduced dosages of standard drugs in conjunction with natural products." About 25 oysters are used to produce just one tablet. The recommended daily dosage is two tablets, taken as a dietary supplement. Oysters are said to have a high content of amino acids (one month's supply, £6.95).

Fo-ti Tieng herbal tonic capsules (24, £2.59) contain kola, meadowsweet, hydrocotyle and other herbs and as a powder has been sold for some 50 years. Jessup Marketing are launching the capsules at Helfex, together with Super Gre Caps (£3.39) containing 600mg ginseng, 25mg Royal Jelly and 200mg natural vitamins.

They will also be offering a 10 per cent bonus on the existing products Dai Wang ginseng tea and Gre Caps. Jessup Marketing was formed two to three years ago by Terry Gallagher, who says that growth has been far greater than he had hoped: "I feel the future must be expansion on all sides for health foods".

Lotus Foods Ltd can offer a range of textured vegetable protein—mince, chiplets, chunks and slices—for use as a meat replacement or extender. Flavour mixes, with natural ingredients, are available to give a choice of flavours to Lotus TVP. Dulse—dry, ground seaweed—can be used with TVP and Lotus stock powders to make fish replacement dishes. Soya grits—cooked, cracked soya—can be used in omelettes, savoury dishes, cakes, etc, in place of nuts.

Manley Ratcliffe, "the largest honey packers in the UK," will have a turnover of over £10m in 1980, they say, of which 20 per cent will be through specialist health food and similar outlets. The company also offers Medina brand oils which include corn, olive and sunflower.

Minimum carriage paid order is over £100 at invoice value.

Marriages are offering a 10 per cent discount on orders taken for Dove Farm products at Helfex. They introduced this label 18 months ago, and in addition to showing "the largest range of homebaking flours in the country" (around 40 specialist flours), Marriages will be introducing a new flour at Brighton. They have their own delivery service in southern England, but their products are also available from some local and national distributors.

A red wine vinegar (13oz, £0.54) is being introduced on Merrydown's Martlet stand at Helfex. Merrydown say that Martlet is the brand leader in both the

Counter display unit from Food Supplement Co

3 Best Selling Herbal Lines

SUNERVAN Contains B group vitamins and herbal nervines. Especially useful for run down conditions and nervous dyspepsia.

VEGETEX Prepared from powdered vegetables and herbs for the relief of muscular aches and pains.

GARLODEX An enteric coated table formulated from oil of garlic and herbs. Helps relieve catarrh and upper respiratory tract ailments.

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SAFE, NON-DRUG MEDICINES

300 tablets are in every pack—sufficient for a 25 day course. The tablets are tiny, homoeopathically prepared and dissolve on the tongue so that they are quickly absorbed to ensure prompt action. What's more they're completely safe, non-drug, have no side effects, are not habit forming and don't conflict with other medicines.

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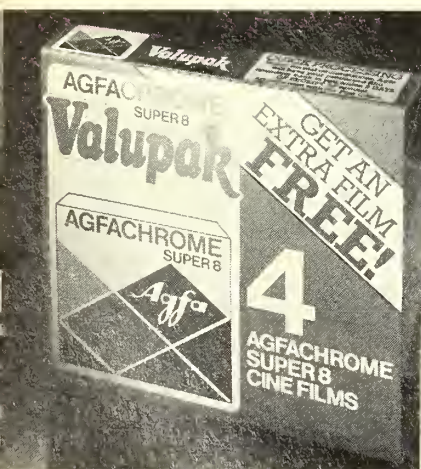
Rheumatism, Hay Fever, Catarrh and Migraine are common ailments which account for a substantial proportion of remedy sales through retail outlets. These four new products are designed specifically to cover these markets and are accordingly cartoned and named without frills. Continuous national advertising breaks in May. It includes the Sun, Express, Mirror, London Evening News and the Scottish Daily Record as well as Irish newspapers and specialist magazines. Full details are available from New Era...see below.

NEW ERA *Self-care*

Ring Peter Rule on 01-992 8656 for details.

NEW ERA LABORATORIES LIMITED, 39 Wales Farm Road, London W3 6XH.

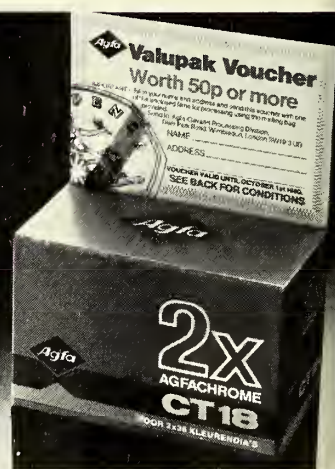
Agfa £1,000, expos



Super 8 Cinefilm Valupak will appear in colour in the enthusiast press from May to August supported by a free-film offer.



Agfachrome 100 ads will grace the enthusiast press until July persuading the amateur to be more professional.



CT18/CT21 Slide Film Valupak will appear in national and enthusiast press from May until August with a money-back offer to make it even more appealing.

3
000
re.

The size of this year's advertising budget guarantees our products more exposure than ever before.

As you can imagine the sight of all those noughts has sent our advertising and promotion boys into a frenzy.

For the Agfa 901 motor pocket camera alone they've come up with a commercial, press ads and, for the first time, posters.

But don't worry, there will be plenty of money left over to do the rest of our products justice.

So nothing in the Agfa range should be under-exposed this year.

Agfa



See your Vestric representative for details of special offers available on selected cameras and film.



Agfomatic 508 and 1008 Tele pocket cameras. These low-priced cameras offer your customers real value. They're just part of the quality range of pocket cameras from Agfa.



The Agfa 901. The world's first motor pocket camera will appear in May, June and July on TV, in the press and on posters supported by a money-back promotion.

Health foods

Continued from p844

cider vinegar and honey and cider vinegar markets and quote the following total sales through health food and chemist sectors: cider vinegar £0.5m at rsp, honey and cider vinegar £200,000 at rsp. They quote the value of the fruit juice market as being worth £90m, of which sales of apple juice through health food and chemist outlets are valued at £0.5m. Chemists account for 20 per cent of Martlet health food sales compared to 80 per cent through health food stores. During 1980, the company is spending £15,000 on advertising Martlet health foods plus £5,000 on POS and public relations support.

Homoeopathic remedies

A. Nelson say that during 1980 two major television programmes on homoeopathy will be shown by the BBC and ITV but, despite the growing interest, EEC countries use 15 times as many homoeopathic medicines as the UK. Here, they value this market as being worth £2m of which 22 per cent is through health food stores. Their own products are being supported by an advertising budget in excess of £100,000 in 1980 with full page colour advertisements appearing in *Alive*, *Health Now*, *Healthy Living*, *Here's Health* and *Yoga Today*.

Last month Nelson launched a 215-tablet Securitainer pack for their tabletted products and they are also introducing a new vitamin range—multivitamin, multi-vitamin A, C & D tablets and vitamin E capsules. They have also produced a new booklet, free to chemists, called "Introducing homoeopathy into the pharmacy."

New Era will be displaying their full range at Helfex but will be concentrating on biochemic tissue salts, combination remedies, vitamins, Hymosa skin care, Tiger Balm, Seatone and the new self-care range of products. They say that in the past two years they have seen a rapid growth of interest from chemists, with distribution increasing from 150 chemist outlets to around 35 per cent. They predict that this trend will continue rapidly and are looking for a distribution over the next 12 months of around 66 per cent plus in chemists. They say their brands have the following total market values at rsp: Biochemic remedies £1.5m, Hymosa £0.5m, Tiger Balm £0.25m, Seatone £1.5m.

New Era suggest that chemists would be "better stocking the Biochemic remedies, herbal tablets and liquids and a range of vitamins" as these are more closely allied to present pharmacy lines.

Although the proportion of Potter's (Herbal Supplies) products sold through pharmacies is "very small" at present, the company says it is growing steadily each month. They say that in addition to the major outlets of health food stores they

do "a tremendous volume of business" through medical herbalists of which there are some 400 practitioners.

Mainly through Itona, Potter's are launching at Helfex a number of new foods based on their research into soya. For the first time, the company has used national newspapers for a 12-week campaign for Antifect and "substantial" promotional support for their other brands is planned in the health food Press.

Record's current campaign for their wholewheat pasta products is appearing in the women's and specialist health Press and they say that the recognition of bran and whole foods by the medical profession coupled with their recent advertising campaigns has provoked considerable interest from consumers.

Launched at the beginning of 1979, Ideal bran thin crispbread with sesame seeds has become the fastest selling product in Scandinavian Suppliers' list. At Helfex, Scandinavian Suppliers will be showing two other crispbreads—Ideal ultra thin and Ideal whole grain—in addition to the sesame seed version and Gundersen's Scandinavian bran crispbread. Ideal ultra thin will be, it is claimed, the thinnest crispbread on sale in the UK and it will also have the lowest calorie count, of 12 calories per slice. Ideal whole grain has 18 calories per slice and is made from whole grain wheat, barley and rye flours. Gundersen's is a thick bran crispbread eaten for its richness in dietary fibre. All four crispbreads come from Norway.

Once you have become accustomed to the idea of paying twice for the water you drink (once on the rates and again whenever you buy a bottle of mineral water), buying your drinking water at a pharmacy, supermarket or off-licence can soon become a regular affair.

Sofinac say the total size of the UK

market in 1979 was approximately 23 million bottles. The big increase in sales seen through multiples is largely credited to the 1.5 litre pvc bottle which was first introduced by Volvic in 1972. Sofinac say that if the UK market follows other European markets, flat waters will continue to increase faster through multiples and cash & carries.

Addresses

Ambig Products Ltd, 3 Baronsmead Road, London SW13.

Appleford Ltd, Poyle Close, Colnbrook, Slough, Berks SL3 0AB.

Aspall Products, Aspall Cyder House, Stowmarket, Suffolk.

Brewhurst Health Foods Ltd, Beaver House, York Place, Bysfleet, Surrey.

Cantassium Co, Larkhall Laboratories, Putney Bridge Road, London SW15.

Cedar Valley Foods, 80 Theobald Street, Borehamwood, Herts.

Denes Veterinary Herbal Products Ltd, 14 Goldstone Street, Hove, Sussex.

Deva Bridge Ltd, PO Box 5, Stowmarket, Suffolk.

English Grains Ltd, Swains Park, Park Road, Overseal, Burton-on-Trent, Staffs.

Faith Products, 17 Bellevue Crescent, Edinburgh 3.

Health & Diet Food Co Ltd, Seymour House, 79 High Street, Godalming, Surrey.

Health Food Exports, 48b Greenhill, Weymouth, Dorset.

Health Valley Foods, Cobbold Road, London NW10.

Healthlife, Newfield House, 1 Newfield Street, Bradford.

Herb Farm (Canterbury), Broad Oak Road, Canterbury, Kent.

Hofels Pure Foods Ltd, Woolpit, Suffolk.

Honeyrose Products Ltd, PO Box 4, Creeping Road, Stowmarket, Suffolk.

Japanese Health Products, Brook Street, Tring, Herts.

Jessup Marketing, 6 Burton Road, Kingston-upon-Thames, Surrey.

Lotus Foods Ltd, 29 St Lukes Mews, London W11 1DF.

W. & H. Marriage, Chelmer Mill, Chelmsford, Essex.

Manley Ratcliffe Ltd, Berinsfield, Oxford.

A. Nelson, 73 Duke Street, London W1M 6BY.

Martlett Health Foods, Merrydown Wine Co Ltd, Horam Manor, Horam, Heathfield, Sussex.

New Era Laboratories Ltd, 39 Wales Farm Road, Acton W2.

Pasta Foods Ltd, 224 London Road, St Albans, Herts.

Potter's (Herbal Supplies) Ltd, Leyland Mill Lane, Wigan, Lancs WN1 2SB.

Scandinavian Suppliers (London) Ltd, Scandinavia House, 171 Ilderton Road, London SE16 3LB.

Sofinac Ltd, 166 West Central Street, London WC1.



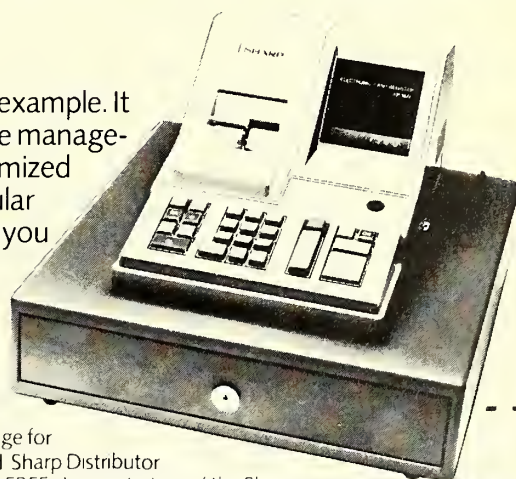


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WESTMINSTER REPORT

Spending on scripts passes £1,000m

The total NHS expenditure on prescriptions passed the £1,000m mark for the first time last year.

Sir Patrick Nairne, Permanent Secretary to the Department of Health, said during a select committee inquiry this week that, although the number of prescriptions might fall there was little chance of stopping rising costs. Expenditure at £1,084m was an increase of £134m, despite a drop in number from 365 million to 362 million in 1979. (average cost £2.44). This drop was the first since 1971 and had started before the prescription charge increase last July.

Royal Assent for Companies Bill

The Companies Bill, which received Royal Assent recently, introduces important changes to British company law. The "Companies Act 1980" includes the following provisions:

□ Insider dealing is made a criminal offence. Insider dealing refers to people closely connected with a company using certain price sensitive information about that company to the benefit of themselves or other people by means of share dealings. It will also be an offence for someone who knowingly receives such information from an insider to profit similarly.

□ Directors will be required to have regard to the performance of their duties to the interest of employees as well as those of shareholders.

□ The existing prohibitions on companies making loans to their directors are widened. The Act will prohibit companies from providing other forms of credit to directors and requires full disclosure of all loans and other transactions in which directors are interested.

□ The EEC Second Company Law Directive will be implemented. As part of this public and private companies are redefined. Public companies will be

required to have a minimum allotted capital of £50,000 and will be designated as "Public Limited Company" or "PLC" (rather than Ltd). Private companies will continue to be described as "Ltd".

The main provisions come into force in the next few months, but the complete Act will not reach the statute book until later in the year. The Act will be available from HM Stationary Office.

Trials scheme benefits 'hard to quantify'

The benefit to the pharmaceutical industry of the new clinical trials scheme (C&D, April 26, p716) is difficult to quantify, according to Dr Gerard Vaughan, Minister for Health.

The main advantage will stem from the reduction of unproductive time spent waiting for the outcome of trial applications. There will, however, be some financial savings resulting from the need for fewer copies of a smaller quantity of data, he said in a Commons written answer last week. Dr Vaughan was replying to a series of questions from Mr Jack Ashley, who wondered how both patients and the industry would be affected by the new scheme.

During 1979, 107 applications for clinical trial certificates were received—all of which would have been potential candidates for the exemption scheme—Dr Vaughan continued. The number could increase if there was a move back to conducting trials in the UK instead of overseas. The number of trials covered by certificates issued in 1979 was 97 and the average number of patients involved in a sample of these trials was 180, although accurate estimates of how many took the new drugs could not easily be made.

COMING EVENTS

Monday, May 19

Mid Glamorgan East Branch, Pharmaceutical Society, Hawthorn Leisure Centre, Pontypridd. Annual meeting.

Thursday, May 22

Hertford Branch, Pharmaceutical Society, Queen Elizabeth II Hospital postgraduate medical centre, Welwyn Garden City, at 8 pm. Challenge quiz

(pharmaceutical variety) with Hertford v West Herts. Sherwood Region, Pharmaceutical Society, Mansfield & General Hospital, Crow Hill Drive, at 7.45 pm. Professor S. S. Davis on "Which doctor is the witch doctor?" A discussion about alternative medicine.

Welsh Committee for Postgraduate Pharmaceutical Education, Maelor General Hospital postgraduate medical centre, Croesnewydd Road, Wrexham, at 8.15 pm. Dr E. S. Emslie, consultant dermatologist, Royal Alexandra Hospital, Rhyl, on "Skin disorders".

Advance Information

PET microcomputers show. Cafe Royal, London W1, from June 13-14. Over 50 stands will demonstrate a range of approved PET products including specific software programmes, application demonstrations and hardware products.

The Victorian pharmacy

"The role of the pharmacy in a Victorian London suburb" is the subject of the next meeting of the British Society for the History of Pharmacy. The talk, by Dr J. Schwitzer, will have special reference to the 150-year-old pharmacy in Highgate, North London and will deal with evidence from the surviving early prescription books, the combination of pharmacy and post office and with the production of mineral water. The meeting is on Thursday, May 22, at 7 pm at the Pharmaceutical Society's House, 1 Lambeth High Street, London SE1.

MARKET NEWS

Almost moribund

London, May 14th: With regard to the political and economic uncertainties in international affairs, it is not surprising that the markets have been almost moribund in recent weeks. Price changes in the past week mostly reflected emergency fluctuations.

Brazilian menthol weakened by 10-15p kg according to delivery and white pepper for shipment dropped \$50 metric ton. Dearer among botanicals were Canada and Peru balsams, gentian root, senega and tonquin beans. Cherry bark was lower.

Among essential oils prices of bergamot and lemon remain firm. Chinese eucalyptus increased by a further 10p kg on the week. As with menthol, peppermint oil from Brazil was easier.

□ Because of production difficulties, detailed market prices are being held over until next week—Editor.

customers with mouth ulcers need chemists with Medijel

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Further information, including data sheets, is available from Dendron Ltd.,
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X3—SOUTH LANCASHIRE VILLAGE—Pharmacy, near to the coast, comprises of double shop unit unopposed with potential. Turnover, 1978 around £120,000. Property including extensive living accommodation. £42,000, goodwill and fixtures £12,000 and stock at valuation, around £16,000.

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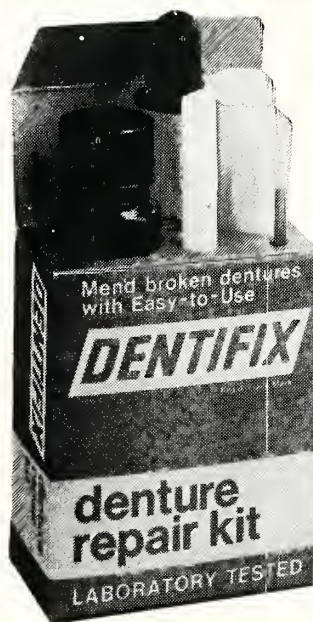
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Now take a look at the Vidal Sassoon range.

The unique 3 step hair care regimen to cleanse, condition, seal and protect.

Just 7 products in all, covering the whole spectrum of hair care requirements.

It stands to reason they're going to take up less room on your shelves.

And since our range is not only a really fast mover, it provides you with a very high return, it stands to reason it's also the most profitable. Especially since your customers usually buy all 2

More pounds per square inch.

steps instead of just one shampoo. It gives you more pounds per square inch, in fact.

In the past few months it's become the fastest growing hair care range on the market.

Firstly, because Vidal Sassoon is the leading name in hair care. And secondly, because your customers know it works.

But if you think the demand has been great up till now, just wait.

This year, we're putting over a cool £1 million into advertising our 3 simple steps to beautiful hair. On TV, press and radio.

The pressure's hotting up. Make sure you're stocking up.

VIDAL SASSOON

Fashion emphasis with a do-it-yourself appeal

More hair care certainly seems to be the order of the day—which certainly isn't a bad thing for the manufacturers of hair products and the retailers who sell them.

A closer inspection of the hair care market, however, shows certain obvious trends. More and more, the changes in hair care and styles over the past few years have resulted in a swing towards hair maintenance at home.

Whether it be a sign of the economic times, women are going to the hair-dressers less frequently than they used to. Most consumers seem to go for a good "once-over" and use shampoos, conditioners, setting lotions, colours and perms at home.

This trend is basically due to the influence of fashion. Short geometric-cut hair styles, which are in fashion this year, emphasise the beauty element of both hair colour and texture and dictate that not a hair be out of place.

Also, women who may not wish to go as far as dyeing or tinting their hair are increasingly highlighting it to bring out the "naturalness" of their own colour. Bristol-Myers explain that the relaunch of Clairol was because of this trend.

An ingredient that has been increasing in popularity is henna. Andrew Doyle, marketing director of Fasset & Johnston states: "the biggest shampoo users are the younger consumers, and they have become ardent supporters of the natural conditioning properties of henna".

Frequent washing

Frequency of use is another trend in the shampoo market probably because the role of shampoos is no longer to



Courtesy Vidal Sassoon

simply clean hair but to solve a specific problem.

Modified to suit varying hair types, greasy or dry for instance, they are now diversifying even further.

Elida Gibbs claims the successful introduction of their All Clear anti-dandruff shampoo with variants for dry, normal and greasy hair was because it was the first anti-dandruff shampoo to have a choice of variants for different hair types and the only brand in national distribution. And they are not the only company adapting to the social trends.

IPC Toiletry and Cosmetic review figures show that women are washing their hair more frequently especially in the 16-34 age groups and trends are towards larger bottles.

This growth in home maintenance has

the corollary that few women these days are without at least one of the essential hair appliances such as blow dryers, heated rollers and tongs.

Yet with this increased use, women are becoming concerned that their hair can be damaged by improper treatment and develop such problems as split ends, frizziness and dullness.

Terry Daily, personal care product manager for Braun believes, this stands his company in good stead. "The consumer is gradually becoming aware that cheaper priced products are no economy in the hair care field because of the awareness now built up that overheated hair can mean damaged hair."

Johnson & Johnson claim that electrical appliances tend to dry the hair and that a gentle shampoo is important.

"The facility for women," they say,



Courtesy Schwarzkopf

"to wash and style their hair at home with the aid of these modern appliances has also contributed to the trend towards more frequent hair washing.

"Shampoo manufacturers have been quick to recognise this trend, and many have started to introduce a gentle shampoo for frequent hairwashing."

Alberto VO5, for instance, have introduced a heat-damage conditioner to meet this growth in the electrical market and there is an abundance of mild shampoos now available for frequent washings—Reckitt's Supersoft mild and gentle variant, J&J's baby shampoo, Natural Balance from Bristol-Myers, Gillette's Earthborn—and, of course, Elseve Frequence.

Repackaging rivalry

With such an abundance of shampoos there has been an increasing trend towards repackaging, emphasising more "straightforward" images. Supersoft packs are a good example of this although they could be said to be some-

Continued on p4



Courtesy Braun Electric

Fashion DIY

Continued from p3

what extreme. The Sunsilk packaging however combines both a cosmetic and a medicated image with each bottle carrying a functional description of content usage; a trend which meets present customer demands. The company claims research shows that 84 per cent of women prefer the new to the old packaging.

These repackaging plans are all part of the constant update and innovation in the hair care market. Loyalty to brands appear to be low except for certain treatment or medicated lines and for this reason it is necessary to keep the product in the public's eye.

Bristol-Myers believe that women find the main "cosmetic" brands do not differ from each other and are turning to the shampoos which will solve their specific problem.

Treatment lines continue to attract regular users and this category has grown in size with the relaunch of Supersoft and the national launch of Response de Garnier last year.

Perm revolution

Home perms are a growth area in the hair care market based on an educational push by the manufacturers. Perms are no longer thought of as being the "granny-look" connected with tweed skirts and pearls.

Nowadays the emphasis is on a fashionable image in a young market, with a perm to give hair body rather than curl. This market "growth" is dominated by two "soft perm" products, Gillette's Lightwaves and Cheseborough-Ponds' Rave.

Lightwave's selling point is that it is odourless—non-thio—and therefore less unpleasant to use. Advertising on both television and in the women's Press emphasises the fact that it needs less commitment than other perms and can be varied more often to meet the differing fashions. Toni perms are to be introduced this month with a herbal mint perfume to detract still further from the unpleasant smell ideal.

Halls Hudnut believe, however, the



current trend towards these "soft" perms is short-term because they take longer to process and do not last as long on the hair as perms such as Fashion Style.

"We forecast the need to simplify perming in the home so it takes less time" says Philip Hatcher of Halls Hudnut.

Gillette disagree, of course, and counter-argue that the arrival of the non-thio soft perms had a dramatic effect on the home perm market. Both soft perms are claimed to be safe on bleached or colour treated hair cutting out the possibility of "perm frizz" which is the cause of many home perm misgivings.



Promotions review

Alberto Culver will be running two £650,000 television campaigns for Alberto Balsam and VO5. There will also be a £70,000 women's Press campaign for VO5 hot oil.

Ashe Laboratories will be extending Vitapointe's television campaign nationally for the first time. The first burst runs from mid-April to mid-May and the second follows from mid-August to mid-September. Ashe say they will be spending £500,000 "above" and "below the line" for 1980.

Beecham Toiletries are planning to invest £6½m in marketing support behind their haircare brands during the fiscal year 1980-81.

Bristol-Myers will be spending over £3½m on advertising and promotional support for both Natural Balance shampoo and conditioner with a new commercial for each.

Elida Gibbs are currently supporting their relaunched Sunsilk range with a £2m advertising campaign in which 10m 5p coupons are to be distributed door-to-door.

Throughout 1980 Elida will be spending £700,000 on television and women's Press advertising for Cream Silk, and £830,000 on an All Clear campaign.

Conditioners will continue to be a growth area in the hair care market with 53 per cent of those questioned in the IPC *Cosmetics and Toiletries Survey* not yet using conditioners. Hairsprays, too, will keep up consistent sales as long as fashion dictates.

With such activity in the market retail pharmacists would be advised to monitor sales closely and stock lines to meet customer demand to get optimum benefit from the limited shelf space.

A brush aside

The growth in the hair care market, inevitably has its repercussions on accessory markets one of which is hair-brushes.

Addis estimate the size of the hair-brush and accessories market to be worth in the region of £20 million per annum and they estimate the market is growing. Most of their sales are through chemist shops and department stores.

They believe that "the growing public acceptance, through education, of natural bristle as one of the most effective hair conditioners available, combined with the demand for custom made 'tools' to cope with constantly changing styles, put Addis in a very strong position for sustained growth."

Addis say they now have a complete Hairdresser range, consisting of nine brushes, designed for the professional and home stylist. The range, they say, is designed to be flexible, allowing for deletions and additions. A stand and window packs to display the range are available as are trade bonuses. *Addis Ltd, Brushworks, Hertford.*

Fabergé Organic shampoos will be supported this year with advertising and POS advertising featuring Sue Barker. **Golden** will be supporting the Elseve conditioners with a £250,000 Press campaign in major magazines. The Recital range is to be supported by double-page spreads in *Woman's Own*, *Woman*, *Woman's Weekly* and *Woman's Realm* during June and July.

Gillette will be supporting Lightwaves in 1980 with a £650,000 advertising campaign on national television and in women's consumer magazines.

Halls Hudnut are to support Poly hair colourants from June until the end of the year with a £400,000 advertising campaign in major women's magazines. **Johnson's** baby shampoo is being supported by regional television and advertisements in leading women's magazines. **Johnson's Wax** say advertisements will be appearing in the July *Cosmopolitan*, *Over 21* and *Look Now* for Agree creme rinse and conditioner.

Reckitt Toiletry Products say a £1m spend is involved in the Supersoft promotion. A £3½m advertising campaign bursts in spring and late summer on television and runs throughout the year in women's magazines. An offer worth up to £1 linking Supersoft and photochromic sunglasses is scheduled.



Courtesy Vidal Sassoon

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Thanks to all of you, over a million units of Lightwaves have been sold since the launch, putting us lightyears ahead of the competition.

And we're still growing!

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But we're not resting on our laurels. To keep us out in front we're running national TV and press advertising to the tune of £650,000.

And soon we'll be saying thanks a million, all over again.



Lightwaves.
Lightyears ahead of the rest.

Chemists hold their share of a growing market

Figures for the total hair care market vary. Alberto-Culver estimate it as worth £150 million, Bristol-Myers £154m and Beecham £195m, at retail selling price. But these manufacturers all agree that the market has grown and retail chemists seem to be holding their own.

Bristol-Myers believe women are "spending 1½ times as much on hair care products as they do on make-up, skin care and perfume products". And Beecham Toiletries estimate that "Since 1975 the total UK women's hair care market has doubled in sterling value, despite all the adverse economic pressures on ordinary household budgets".

The total hair care market, they believe, is expanding at 1 per cent a year in unit volume sales but this collective rate conceals wide differences within the volume rates of the various sectors.

Beecham say "conditioners, valued at £25m, shampoos (£70m) and home perms (£7m) are all expanding at between 7 and 3 per cent a year whereas colourants (£28m), hairsprays (£58m) and setting lotions (£7m) are all declining at between 3 and 10 per cent a year in their unit volumes".

"Over the last two years," they con-

tinue, "there have been three major re-launches of ranges spanning more than one sector of the hair care market, namely Silvikrin, Supersoft and Sunsilk. Beyond that there have been a great many lesser relaunches and new product introductions, of which perhaps the most important example is the launch of All Clear into the medicated sector.

"The intensity of this competition is best illustrated by the fact that over £13m was spent on advertising hair care brands in the UK during 1979.

Advertising expenditure as a ratio of sales at RSP works out at around 9 per cent in the shampoo sector, 4 per cent in hairsprays, 11 per cent in conditioners, 6 per cent in colourants and 3 per cent in home perms and setting lotions. The higher variations in advertising/sales ratios indicate those markets with the greatest growth potential."

Shampoos

The shampoo sector is by far the largest sector in women's hair care. Bristol-Myers estimate that "In 1980, about 146m units of shampoo will be sold, at a cost to the public of £60m".

Beecham Toiletries value the shampoo

market at £70m, and believe it is equal in size to the whole toothpaste market or the whole skin care market. Alberto-Culver quote the same figure as Beecham and anticipate the market will see a 14 per cent RSP growth this year.

The shampoo market has over 30 nationally distributed brands and is consequently highly competitive.

As Roger Collins, product group manager for Clairol says, "The cardinal rule about marketing shampoos is that nobody is happy with their hair. This means that the shampoo market is highly fragmented and highly competitive. This competition will continue in the 1980's with even greater emphasis on product benefit."

1979 was a year of activity in the shampoo market with the launches of All Clear, Response de Garnier and Woodleigh Green; the relaunch of Supersoft and Silvikrin, the test marketing of Natural Balance and the repackaging of Earthborn.

Despite this fragmentation, the market has been led for many years by major brands which maintain their position by constant innovation to keep in line with the ever-changing consumer demand.

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The market growth, Beecham believe, is due to a continuing increase in the frequency of shampooing. In the early fifties, they say, only 10 per cent of women in the UK washed their hair once a week or more. By 1973 35 per cent were shampooing twice a week or more. Today this figure has reached 57 per cent and it is continuing to grow. The latest IPC Cosmetics and Toiletries Survey puts it at 59 per cent. Beecham believe that over two-thirds of all sales are made to women aged 35 and under.

Cosmetic shampoos, they estimate, make up to 60 per cent of the total shampoo market. Alberto-Culver put this at 63 per cent and estimate this market is worth £43½m. This sector, Beecham say, is led by Silvikrin with a total market share of 7 per cent, (the IPC survey which is based on the brand last purchased by a sample of consumers quotes 8 per cent) and Sunsilk are given a 5 per cent share (IPC, 9 per cent).

In the medicated shampoo sector, Beecham say Head & Shoulders has a 14 per cent share of the market (IPC, 8 per cent), and say Vosene is the top-selling medicated brand for all the family with 8 per cent (IPC, 10 per cent).

Shampoo sales through pharmacies are still holding good. IPC figures give chemists a steady 52 per cent share of the market. Beecham put this at 46 per cent.

Conditioners

The conditioner sector has become the fastest growth area of all UK toiletries with an annual unit volume increase rate of 7 per cent giving a total value of £25m a year. Alberto-Culver agree with this and estimate that 43 per cent of women in the UK use a conditioner (IPC put this figure at 47 per cent). Elida estimate the 1980 conditioner market to be worth £27½m with volume growth predicted to continue at a rate of 6-7 per cent per annum.

Beecham say: "Cream Silk with a 13 per cent market share, Alberto Balsam (12 per cent) and the Wella range (10 per cent) still dominate sales, despite a proliferation of new brands of which the most successful to date are Flex (7 per cent) and Agree (5 per cent)."

Both Elida and Alberto agree with these brand positions, but Johnson's Wax claim Agree was the most successful creme rinse and conditioner to be launched in 1979. This, they believe, was due to Agree being formulated in three variants for normal, dry and greasy hair. To make further inroads on the market the advertisement used to launch Agree is currently being televised again in a three-week burst. Advertisements are also due to appear in July in *Cosmopolitan*, *Over 21*, and *Look Now*.

Beecham believe the primary purchasers responsible for this sudden sales acceleration are, once again, the younger fashion-conscious women, accounting for 50 per cent of the tonnage.

"Since 1974 the proportion of this group using a conditioner has increased from only 44 per cent to almost two-thirds. Over the same period their fre-

quency of using a conditioner after every shampooing has also increased from 39 per cent to over 50 per cent."

Alberto-Culver agree the market is expanding rapidly in the 16-34 category. This growth, they say, is because the market is very problem/solution orientated with each variant doing a specific job.

Alberto feel, however, that the major brands must discover new opportunities if the market is to continue its rapid growth. They estimate, however, that there will be 1½m new users, a 50 per cent usage rate, within three years.

Beecham agree with this need for improvement. "It is abundantly clear that despite its extraordinary buoyancy, this whole sector suffers from a lack of brand distinction, not only in its competitive performance, but also in the appeal of its packaging, which is dominated by 'stock' bottles and dull design.

"There can be little doubt this booming market offers an outstanding opportunity for any brand which can achieve the necessary distinction through both advanced technology and imaginative packaging."

To maintain their brand leadership Elida say they are to spend £700,000 on television and women's Press advertising.

Alberto plan a £650,000 advertising spend for 1980 with a new television commercial.

"Sales of hair conditioners are very important to the chemist trade," say Elida. "In 1979 they accounted for 72.4 per cent of all conditioner sales, with independent chemists accounting for 12.2 per cent of this. They showed a slight improvement on the previous year when the independents handled 11.1 per cent. In 1980 they are expected to handle nearly £½m of Cream Silk business and over £2½m worth of conditioner business overall."

Home perm sector

Twenty years of steady decline for this sector of the hair care market have been reversed since 1978. The home perm sector is said to be expanding at a rate of 3 per cent per year in unit sales and is currently worth some £7m a year.

This change was brought about by the introduction of soft wave perms which coincided with hairstyling trends.

Gillette claim that the arrival of Lightwaves, a non-thio soft perm, at the end of 1979 has had a dramatic effect on the market. "To date Gillette has sold nearly 1½m Lightwaves units into a market which had only sold 8 million units

Continued on p10



Colour pictures courtesy of Clairese

If every woman about to see this advertisement stood in line the queue would be 308 miles long.

This is the new Steiner launch advertisement. Making a novel use of space, it's about to appear in the country's top women's magazines – She, Woman's Realm, Vogue, Cosmopolitan, Hair and Woman's Journal. All quality publications that reach a total of 3,053,000 readers. And 66% of them are in the ABC1 25-44 target market for new Steiner.

What's more, every woman in the target group will have 7 opportunities to see the ad.

You probably know Steiner as the house brand for the worldwide Steiner Salon chain. A brand with over 80 years experience in practical, professional care for hair.

Now the new Steiner marketing organisation makes us as professional in the market as we are in the salon.

We've taken the best products in the existing Steiner range, added new products; new formulations; new packaging; and backed it with a first-class sales and distribution service as well as this heavyweight advertising campaign.

The new Steiner range is in the fastest growing 'speciality treatment' sector of the market. Thorough planning has convinced us that the most sensible outlets for these really serious hair-care products are professionally-minded retailers. And that means you.

Remember, new Steiner is about to be sold to 2,014,000 beauty conscious women.

You can turn that potential into profit by doing one simple thing.

Take your cue, stock Steiner now.

If you would like to talk to us write or phone:
Contec Marketing Ltd (Steiner Hair Care Division)
Equity and Law House, 102, Queens Road,
Brighton, Sussex BN1 3XX
Tel: Brighton (0273) 721160

Announcing



g-the best thing that's happened since ladies let their hair down.

Edward VII opened a fashionable new era. And we opened our first salon. Both made heads turn.

Now there are Steiner salons from The Seychelles to the United States. Even one en route...on the QE2.

We've learnt a lot about hair care and have put all this into our latest range of speciality hair care products.

There are exclusive Steiner treatments for problem hair. Special formulae shampoos and conditioners for all different hair types. Plus colourants, hair sprays, the lot.

Nobody's ever put so much experience into home hair care before. Nobody else could.



Steiner

AVAILABLE NOW FROM OUR 51 SALONS IN THE U.K. AND FROM DEPARTMENT STORES AND LEADING CHEMISTS.

Growing market

Continued from p7

annually. Lightwaves is the largest seller in terms of kits in this market sector, underlining the policy of going for new users to expand what had been until the end of 1979 a slowly declining market."

The market, Beecham say, is dominated by Gillette's Lightwaves and Toni which hold a combined share of 49 per cent, with Pin Up 18 per cent, Style 14 per cent and Rave 13 per cent.

Lightwaves, Gillette say, will be heavily supported in 1980 with a £650,000 advertising campaign on both television and in the women's Press.

To further boost their position, a Lightwaves refill kit (£1.79) is now available from Gillette.

It is estimated that almost 95 per cent of all sales pass through chemist outlets.

Colourant sector

Estimates of this market vary from £19m by Gillette to £28m by Beecham. Both companies do agree, however, that the market is declining in volume by some 3 per cent.

Beecham Toiletries believe: "The long-range decline of usage among women of all ages appears to be bottoming out at 20 per cent. Almost two-thirds of sales are accounted for among women over the age of 35 where usage is static. There is some increase in usage among the 13-18 age group."

Bristol-Myers divide the market into 55 per cent of sales for permanent colourants, 32 per cent for semi-permanents and 13 per cent for blonding products. The current trend, they say, is "an increase in permanent colourant sales, whilst the semi-permanent sector is declining and blonding product sales remain static."

Beecham disagree with this. "There is a trend away from permanent colourants and bleaches/lighteners towards semi-permanents and temporary colourants with fashion trends favouring shade experiment and frequent colour changing."

Philip Hatcher, group product manager of Poly, believes: "The permanent hair colourant sector represents 60 per cent of the market and is continuing to grow with new product introductions in this area".

Poly is to be supported in the second half of the year with a £400,000 advertising campaign in the women's Press.

Leadership in the bleach/lightener section of the market is, according to Beecham, shared by Wood Nymph and Born Blonde, each having a 26 per cent share.

Nice 'n Easy leads the permanent section with a 38 per cent share. Clairol themselves claim a 25 per cent share of sales for Nice 'n Easy and 5 per cent for Clairesse. Both will be supported by television advertising—£1m to be spent

on Nice 'n Easy and £400,000 on Clairesse.

A 54 per cent share of the semi-permanent section is held by Harmony. This range of 14 shades, Elida say, holds a 22.4 per cent share of the total hair colourants market and will be supported by a £200,000 advertising spend on women's Press advertisements.

In the temporary colours, Wella colour set hold 38 per cent of the market with Silvikrin Shaders and Toners holding 26 per cent.

The chemist is seen as an important retail outlet for this market with Beecham estimating a 75 per cent share of total sales.

"Although there has been a development of sales of cosmetics through the grocery trade, I don't see this happening with hair colourants," says Philip Hatcher of Poly. "This is because a customer needs advice and guidance when she buys hair colourants, and thus the chemist will continue to be the most important outlet for this product."

He also emphasises the importance of stocking a wide range of shades to give the customer the best possible choice and the need for well-executed displays to help selection.

The home perm market he also be-



Courtesy Schwarzkopf



Courtesy Vidal Sassoon

lieves is growing. It is estimated that it will rise from £6.8m 1979 to £8m this year, with an 11 per cent increase in volume sales.

Hairsprays

Figures indicate that this market is on the decline. Beecham Toiletries estimate that although currently worth £58m a year it is declining at a rate of 4 per cent.

The decline, they say, has taken place since 1975 among women of all ages. Two-thirds of sales are accounted for by women over the age of 35, although the highest usage frequency occurs in the 18-24 age category.

Elida believe, however, that, "The hairspray market has grown steadily during the 1970s and Harmony hairspray has grown with it. The last five years has seen the brand's share move up from 12.9 per cent in 1975 to 17 per cent in 1980 and Harmony is now firmly established as the number two hairspray on the market."

Chemists, they say in the last two years have increased their hairspray sales. In 1975 chemists took 40.7 per cent of hairspray sales and now account for 47 per cent.

Beecham estimate that the "big three", Sunsilk (18 per cent market share), Harmony (17 per cent) and Silvikrin (15 per cent) account for 70 per cent of total sales.

Setting lotions

Estimates for this market vary from £4m to £7m, but it is generally thought to be declining at a rate of around 10 per cent a year in unit volume.

Beecham say Amami has held its leadership with a 17 per cent share of the market. IPC figures however give Amami only a 14 per cent share and Wella a 17 per cent share. The IPC figures also suggest a 5 per cent decline in purchases from retail chemists over the past two years (61-56 per cent).

WE'VE PUT A PRICE
OF £400,000
ON HER HEAD



Clairette relaunch with three additional shades

Clairette are relaunching Clairette with a £400,000 promotional budget.

The new packaging, the company says, puts across an image more consistent with the advertising. The packs they describe as "communicating sophistication and quality in a way reminiscent of cosmetic packaging" rather than the functional image colourants have had.

Clairette is to be relaunching with a range of 15 shades, three more than are currently available. The price will be increased in May to £1.85. Introductory deals for the brand will be available throughout May and June.

Clairette, the company says, is the only permanent hair colourant in the UK which does not have ammonia in its formulation. They feel that the continuing trends in hair towards naturalness makes Clairette the ideal choice for the younger colourant user, dissatisfied with the colour results obtained by semi-permanents and wanting reassurance that hair condition will not be affected by longer-lasting colourant.

The targets for the brand are new users and the 18-30 age group.

Roger Collins, group product manager

for Clairette, says: "The non-ammonia colourant sector in the USA now accounts for almost 10 per cent of sales. Since launch in the UK Clairette has been holding a share of between 4-5 per cent, while in the Granada test market the brand hit a 13 per cent share making it the second biggest seller behind Nice 'n Easy. So we know the brand has got a very good share potential. In 1980 it is planned to exploit the brand's unique position with a total support package which is larger than any other brand, except Nice 'n Easy."

Clairette see the major problem for Clairette as getting facings and distribution in a year when pressure on shelf space will be difficult.

Roger Collins continues, "Distribution on the brand is still only half that of our major competitor Recital, yet we know that where we are stocked the brand sells well. We are confident that in 1980, with profitability per linear foot of shelf space being a major criterion, Clairette should score well, since it is a premium priced brand with a good rate of sale." *Bristol-Myers Co Ltd, Station Road, Langley, Slough SL3 6EB.*

Up-date for Fashion Style home perm

Fashion Style home perm is being up-dated for easier use.

Fashion Style according to Halls Hudnut is quicker to apply and has longer-lasting effects than new competitive products for home use.

The perming process, they say, has been simplified and improved by the reformulation of the neutraliser. Previously in powder form and to be mixed with water, it is now ready-mixed in an



applicator bottle and contains a conditioner.

Packaging has been redesigned featuring photographs of head shots to differentiate the two types of product and give the brand a stronger identity.

"Unlike some of the new soft perms with their short-term effects on the hair, Fashion Style users can expect their perms to last up to three months," says Philip Hatcher, group product manager. "Fashion Style is also quicker to use, some competitive products require twice as long for the waving lotion to develop."

Fashion Style is available in very curly and soft casual, the latter suitable for use on bleached or colour-treated hair. Both perms are available in two sizes, the larger for full heads (£1.39) and the smaller for end curls (£0.92). *Halls Hudnut, Chestnut Avenue, Eastleigh, Hants SO5 3ZQ.*

Addis, naturally

Addis have introduced a range of six shampoos under the brand name Just Natural (£0.49).

The range is available in wild herb, coconut, egg and lemon, wheatgerm, protein, and medicated formulations and comes packaged in a slim plastic bottle. *Addis Ltd, Brushworks, Hertford.*

New packaging for Vitapointe

Vitapointe packs have been improved. The name, the company says, has been altered to be stronger and clearer and the traditional pink and brown colours intensified and continued around the package. *Ashe Laboratories, Ashtree Works, Kingston Road, Leatherhead, Surrey.*

Retail haircare range from Steiner

Steiner are launching a range of retail haircare products. An advertising budget of £100,000 is planned for this year, with main bursts during spring and autumn. This will be concentrated mainly in the women's Press, in *Woman's Realm*, *She*, *Vogue*, *Woman's Journal*, *Cosmopolitan*, *Hair and Beauty* and *Vogue* from May through to July, with the theme being "Announcing—the best thing that's happened since ladies let their hair down".

Both advertising and pack copy emphasise Steiner's "long established reputation for making hair beautiful." Packaging has been redesigned with the "Steiner" logo prominent. Copy is colour coded for easy identification, and all feature a white pack with the Steiner logo in gold within a gold oval and marbled pink background.

The range comprises five shampoos for normal, greasy, dry, (100ml, £1.25;



200ml £1.85); dandruff and damaged hair and scalp (100g, £1.45); four conditioners (100ml, £1.65); for dry, greasy, normal and damaged, dry or brittle hair; two hairsprays (400g, £1.75) in extra and normal hold; handmilk (100g, £0.95); Glo ahead (32g, £0.85) and Sebosyn (50g tube, £1.05). *Contec Marketing Ltd, 102 Queens Road, Brighton BN1 3XX.*

Sassoon activity

The two latest additions to the Vidal Sassoon hair care range are Hair in the Sun and Blow-styling lotion.

Hair in the Sun, (4oz tube, £1.99), comes in a gel and is said to shield and condition the hair as the body tans, treating and defending it against moisture loss.

To protect the hair against the excessive use of heated stylers is the reasoning behind the Blow-styling lotion (8oz bottle, £1.69). Sassoon claim the lotion not only helps protect against heat damage during normal blow-drying but also



offers greatest styling manageability. *Vidal Sassoon, 56 Brook Street, London.*

AND IMPROVED YOUR CHANCES OF CLAIMING THE REWARD



Something big has happened to Poly. And we're laying £400,000 it's going to bring a lot of your customers in for trial.

Because the Poly range is being re-launched. It's been totally re-formulated to produce even lovelier results. All the colourants now come in liquid applicator-bottles – so they're much, much easier to use. There are now even more shades to choose from. And the whole range has got colourful new packaging that'll really stand out on your shelves.

To make sure you get the lion's share of the reward, we're spending £400,000 on Poly's biggest-ever advertising campaign. Beautiful, impactful advertisements will flood the major women's colour magazines – from June right through till December.

And, if you need any more encouragement, we're even offering a special introductory bonus.

So make sure you're well stocked with the new Poly range. Soon, it'll be wanted all over town.

HAIR BY POLY, FOR PROFITS YOU CAN TRUST.

Relaunches and promotional activity from L'Oreal

L'Oreal's activity for spring included re-packaging brands and relaunching Elseve conditioners with a £250,000 advertising spend. The Recital range has also been expanded with the addition of the Blonde Collection. Allurell hairspray is to be featured in a special promotion and the Twice as Lasting setting lotion range has been relaunched under the Garnier house name.

The relaunch of Elseve conditioners, the company says, is to give the range a more up-market image and better on-shelf presence.

The Elseve motif is now gold-blocked and the range has a more uniform look. The bottles are lightly tinted brown with new rounded metallic-look caps.

Two of the conditioners have been renamed. Volume and lightness and brush and dry become oil-free and blow-dry respectively. The names, the company says, are to make the product's particular usage and suitability easier to understand.

A new 200ml size conditioner replaces the 170ml size offering, the company says, better value for regular users. The conditioners are to be supported by a £250,000 Press campaign in major women's magazines. Elseve shampoo is currently being supported on national television. Display material is available with sections for each variant.

Recital range additions

Three blonde shades have been added to the Recital range, which, with the existing five shades, will make up the Blonde Collection. The new shades are Scandinavia, Bergen, and California (£1.79 each).

The range will be supported by double-page spreads in *Woman*, *Woman's Own*, *Woman's Weekly* and *Woman's Realm* during June and July. Each advertisement will carry a coupon entitling readers to 20p off any purchase from the Blonde Collection.

Special POS display material is available to emphasise the fashion element of the range. This comprises a counter unit with header boards, showcards and window cards carrying the advertising theme.

During May and June Allurell hairspray will have a 33 per cent extra free on the 135g size.

To help chemists and assistants advise customers on hair colouring with the Recital range, L'Oreal have produced a booklet entitled "Hair colourants—trade advisory guide".

The guide contains information on choosing the right type of colourant and explains the differences between temporary, semi-permanent and permanent colourants. A section in the booklet assesses the natural shade of the customers' hair, showing diagrammatically the ten broad shade groupings, and



has information on reviving natural colour, making hair darker or lighter and covering grey hair.

Finally, Twice as Lasting setting lotion range has been relaunched under the Garnier household name. The relaunch incorporates new pack designs, two new variants and POS merchandising support.

The relaunch, the company says, is designed to enhance the consumer image of the brand, to provide a more balanced range in both clear and colour sectors, and to improve the quality and impact of merchandising.

The colourless set is available in extra hold, both two (£0.45) and six (£0.90) applications, and normal hold (two applications, only, £0.45).

In the colour set range, a new shade auburn (£0.45) has been added, the range now consisting of seven shades. These are available in two application sizes only.

The second new product to the range is a clear Blow Set available in both two (£0.45) and six (£0.90) applications. A plastic shelf unit is available consisting of two sections. One is designed to hold two application bottle sizes, and the other to hold the two six application bottle sizes. *Golden Ltd, Berkeley Square House, Berkeley Square, London.*

Carmen additions

In June, Carmen are to add four new products to their range—a travel dryer, a steam roller dryer, a female shaver and a professional style dryer.

The Carmen Roma travel dryer (£14.95) is described as a high power, lightweight dual voltage dryer and, in bright red with a black grill and switching, comes complete with concentrator nozzle and matching black travel bag. Also available in bright red with a matt black brush is the steam styling brush (£15.95).

The Carmen Smoothie female shaver (£13.95) packaged in brown with white graphics, has a double edge shaving head and a new foil head attachment. The shaver is supplied with a travel bag.

Matt burgundy and black are the colours of the Carmen Pro 1000 (£21.95) which will be available from August. *House of Carmen Ltd, Carmen House, Deer Park Road, London.*

Braun propose to suit all purses

Braun Electric say they will be majoring in all four sections of the hair appliance market during 1980—pistol grips, roundstylers, styler/dryers and curling devices, featuring two models in each section.

They will be featuring their two new products launched at IDEA, the Braun Quickstyle (£9.00) and the Braun Travel-air dual-voltage pistol grip (£11.00).

The Braun protector set, SDE 850



with the electronic sensor (£19.00) is still available and at a lower price, Braun have the hairstyling set SD 800 (£15.00).

The influence on the market of Roundstylers is enforced with Braun's Roundstyler Cool Curl RS 67K (£16.50). In the lower range the Braun Roundstyler RS 67 (£11.50) is available with a swivel cord and two attachments.

Terry Daily, personal care product manager for Braun, comments: "With style development constantly changing, the range of products required and demanded is always growing. I am now satisfied that Braun has two products in each of the four main areas which will suit all purses. With a good standard model to meet general needs and a model with specific features to meet specialised tastes, Braun has a wide range of well designed products to tempt the customer."

Braun say they are backing their personal care range with constant support from now through to the Christmas period. *Braun Electric UK Ltd, Sunbury-on-Thames, Middlesex.*

Inecto postscript

Lemon and mint is Inecto's new shampoo and conditioner for greasy hair (100ml, £0.47; 28g, £0.34). It joins the two shampoos already available which are peach nut oil for normal hair and oil of avocado for dry or damaged hair. *Rapidol Ltd, PO Box 685, Hanwell, London W7 2PS.*

TRADITIONAL RANGE

D14 The famous Tangle and Curl Styling brush (handbag size) with 5 rows of renewable ball-pointed pins set in a removable rubber cushion.

D3 The famous 'Minor' Styling brush with 7 rows of renewable ball-pointed nylon pins set in a removable rubber cushion.

D4 The 'Standard' Styling brush with 9 rows of renewable ball-pointed nylon pins set in a removable cushion.

D5 The 'De Luxe' heavyweight Styling brush with 9 rows of ball-pointed nylon pins set in a removable rubber cushion.

RADIAL STYLERS

D40 with 10 rows of medium ball-pointed pins set in a removable rubber cushion.

D36 with 10 rows of long ball-pointed pins.

D36S with 8 rows of finest boar bristles set in a real ebony handle.

D37 with 10 rows of short ball-pointed pins in a nylon pad.

FREEFLOW RANGE

D31 with 7 rows of wider spaced ball-pointed pins set in a rubber cushion.

D41 with 9 rows of wider spaced ball-pointed pins set in a rubber cushion.

D1431 with 5 rows of wider spaced ball-pointed pins set in a rubber cushion.

All brushes are easily cleaned— withstand the intense heat of modern blow dryers. Each hygienically packed in see-through display box.

EASY CARE RANGE

D33 Popular handbag brush with 5 rows of ball-pointed nylon pins set in a white plastic pad.

D1 Standard grooming brush with 8 rows of ball-pointed pins set in a white plastic pad.

D12 Brush/comb.

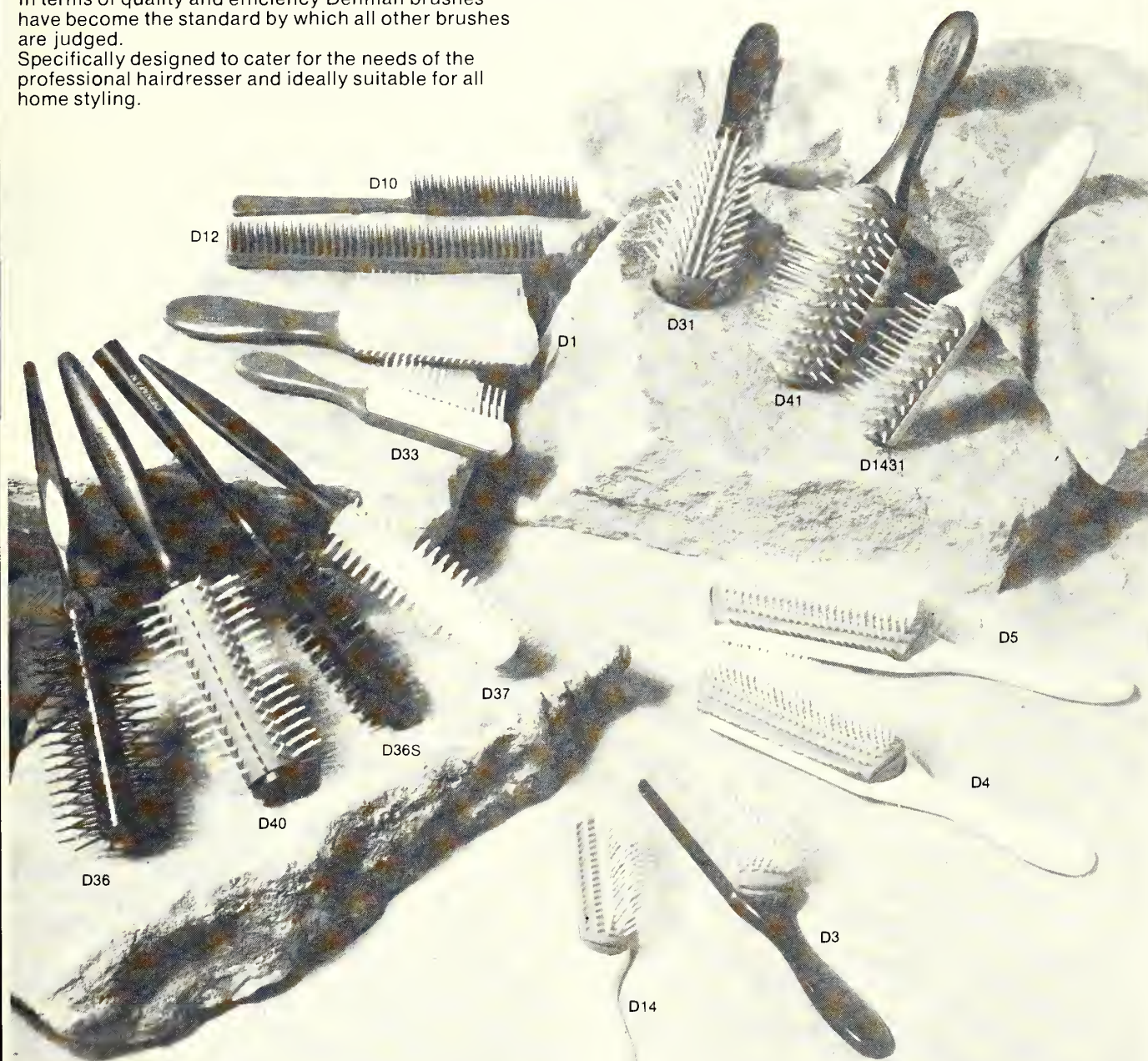
D10 Fantail brush/comb.

All brushes are easily cleaned. Each hygienically packed in see-through display box.

The DENMAN Collection

In terms of quality and efficiency Denman brushes have become the standard by which all other brushes are judged.

Specifically designed to cater for the needs of the professional hairdresser and ideally suitable for all home styling.



Full details of the complete range available through your local Wholesaler or from Denroy International Limited.


DENMAN®
Preferred by professionals worldwide

DENROY INTERNATIONAL LIMITED Denroy House 85 Brighton Road Surbiton Surrey KT6 5NX Telephone 01-399 4151 Telex 21786



PHILIPS

We're encouraging your customers to throw in the towel.



With more and more people styling their own hair at home, you may be interested in these five light-weight hairdriers from Philips.

The Rainbow, the Lightweight, the Lightweight Pistol, the Compact 800 and the One Thousand.

They all come in at a remarkably low price, which means quicker turn-over and better profit margins for you.

But they also have the facilities which your customers have come to expect of hand-held driers.

They're small enough to slip into an overnight bag, but they're also powerful enough for a really professional blow-dry.

Three of them, for instance, come with a separate nozzle attachment to make styling a simple operation.

So make sure you get in touch with your Philips supplier or representative.

Your sales figures could soon be looking as good as your customers.

Simply years ahead.

